Understanding the Consumer Market for Cause-Related Goods: The Lindalein Project

An Honors Thesis (HONR 499)

by

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Executive Summary

In the field of marketing, cause-related marketing projects have their own set of special considerations. When proceeds from a sale benefit a charity, the cause(s) being supported become major factors in the purchase decision. Other factors also become important such as the primary type of value derived from the product (hedonic or utilitarian) and the perceived fit between the brand and the cause (Pracejus & Olsen, 2004; Strahilevitz & Myers, 1998). Hedonic products are primarily consumed for enjoyment or pleasure, whereas utilitarian products are consumed for their practicality and functionality.

Morrison Woods is a health campus in Muncie that participates in a cause-related marketing project called the Lindalein Project in which senior citizens including Morrison Woods residents create crafts and jewelry which are then sold for the benefit of Second Harvest Food Bank and the Alzheimer's Association. This report analyzes a set of data collected through an electronic survey and seeks to answer the following research questions concerning this project:

1. What are the demographics of the Lindalein Project's target market based on the causes supported as well as the products being sold?
2. What are the demographics of those who like the Lindalein products?
3. Is the target market price sensitive?
4. How can the target market best be reached with marketing communications and sales?
5. How should the Lindalein Project communicate its cause in order to maximize purchase intent?
6. Should Morrison Woods include branded reading material with the products that describes the Lindalein Project?

It was discovered that the primary target market for the project is females ages 18-49. The secondary target market is females ages 69-86. Females' higher purchase intent is driven by their more positive attitude toward charitable organizations. Pins had the highest purchase intent, so Morrison Woods should focus most of its efforts on creating pins, especially ones similar to the butterfly pin and flower pin. Pins should be priced at $1, but the price of the earrings, shell craft, rainbow craft, and beach craft, along with products analogous to each of them, could likely be raised to $25, $10, $10, and $20, respectively, without significantly decreasing purchase intent.

Facebook and publicity through radio and newspaper represent the most promising forms of media for reaching the target market. Several community events and businesses should be pursued as distribution channels for Lindalein Project products. These include the Living Lightly Fair, the Farmer's Market at Minnetrista, the UMC Holiday Baazar, the Yart Sale, Country Time Flea Market, and The Cup. Though it was not investigated in this study, Morrison Woods should also investigate the potential to sell products at a local elementary school holiday sale (i.e. "Secret Santa Shop").

Communications describing the Lindalein Project Cause should appeal to the audience's feelings of love, sentiment, warm-heartedness, guilt, pride, eagerness, and relief in order to increase purchase intent. Finally, Morrison Woods should include branded reading material that describes the Lindalein Project with every piece that it sells in order to increase brand exposure and positive brand image.

Acknowledgements

I would like to express my sincere gratitude to Dr. Susan Mantel for advising me throughout this research project. Her guidance has been integral to the success of the project, and her gracious agreement to work with me prior to knowing me well has not been taken for granted.

My thanks also go out to my market research professor, Dr. Rebecca VanMeter, who has played a large role in helping me to discover my interest in market research. She has provided me with sources to review during this research process and opportunities to further investigate my passion.

Finally, I would like to thank Luke Kamp for editing the product images used in this survey.

Author's Statement

This remainder of this project is laid out in the form of a market research report written to Ms. Cindy Cox and Ms. Melissa Bucur of Morrison Woods. The report outlines the research objectives, the data collection methods undertaken along with the reasoning for such choices, the results of the data analysis, the limitations of the data, and the conclusions and recommendations drawn from the data. The primary purpose of the work is to determine the target market for the jewelry and crafts of the Lindalein Project.

The Lindalein Project is an initiative to serve the community and honor the memory of a former resident of Morrison Woods Health Campus named Linda who passed away from early onset Alzheimer's disease. When Linda was diagnosed with this disease at the age of 59, the team at Morrison Woods knew they wanted to recognize her by "paying it forward" and helping others. The name Lindalein was decided upon as a way to honor Linda by combining her name with the German suffix "lein," meaning "special." This project gives residents of Morrison Woods and other local groups of senior citizen volunteers the opportunity to make Jewelry and crafts to be sold for charity. All proceeds benefit Second Harvest Food Bank and the Alzheimer's Association. This project provides these senior volunteers with a fun activity that enhances their lives, fosters a sense of community, and gives them the opportunity to give to others. For some volunteers, the process is therapeutic, allowing them to continue practicing the use of fine motor skills. Every dollar donated to the Second Harvest Food Bank feeds four people one meal.

A target market can be defined as the group of "homogenous consumers who have similar needs and consumer behavior, and who thus require similar marketing mixes" that a company wishes to reach with its brand or product (Keller, 2008, p. 99). This target market can be described using demographics (i.e. age, gender, etc.) as well as psychographics (i.e. values, attitudes, and behaviors) For the purpose of this research, the target market was defined solely in demographic terms. Other factors that were investigated regarding the target market include emotionally based drivers of purchase intent, price sensitivity, and media use. All of these considerations are analyzed in detail in the report that follows.

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Introduction

The general purpose of this report is to make recommendations regarding the target market and appropriate marketing mix in terms of pricing, product design, distribution system, and communication strategy for the Lindalein Project. This project is, loosely speaking, a cause-related marketing activity of Morrison Woods. Cause-related marketing activities incentivize the consumption of a firm's products or services through an altruistic offer to donate a specified amount to a given charitable cause (Varadarajan & Menon, 1988). Although technically the definition speaks to revenue producing exchanges, many of the same principles related to cause-related marketing will still apply to the Lindalein Project despite the fact that all proceeds are donated. The intention of the product still involves engaging consumers in an economic exchange that results in a contribution to a cause and hopefully an increase in sales, brand awareness, or positive brand image.

There are a variety of factors that influence the effectiveness of cause-related marketing projects. For example, cause-related marketing is most effective when it is paired with hedonic products as opposed to utilitarian products (Strahilevitz & Myers, 1998). Concerning practical products and necessities, (i.e. laundry detergent or toilet paper), the consumer is more concerned with the usefulness of product features and price; for such goods, price discounts are more effective than cause-related marketing (Strahilevitz & Myers, 1998). Hedonic products, on the other hand, provide pleasure or enjoyment with their consumption, and there is often a degree of guilt that consumers experience when making such purchases. For example, someone who recently started a diet may avoid purchasing cookies because such a purchase would incite feelings of guilt for breaking the diet. This same person, however, might purchase a box of cookies if a portion of that purchase is donated to a good cause. The charitable donation helps to relieve some or all of the guilt associated with the purchase, thus increasing the likelihood of purchase. Because the Lindalein Project involves jewelry and crafts, it incorporates products that are hedonic in nature rather than utilitarian. The consumer may not need the product, but he or she may be willing to purchase it due to the fact that the purchase would help others.

Further, cause-related marketing activities are most effective when they are perceived as having a close relationship to the sponsoring company through key associations such as "mission, products, markets, technologies, attributes, [or] brand concepts" (Pracejus & Olsen, 2004). For example, a fundraiser held by a restaurant to benefit a food pantry may be better received by consumers than a similar cause-related marketing activity supporting the same food pantry if it is promoted by a company that is not perceived as being in some way connected to hunger or food. In general, consumers have a more positive attitude toward brands with a high brand-cause fit, but a poor fit may break down a product's positioning or blur the brand image (Pracejus & Olsen, 2004, p. 155). Cause-related marketing communications, just like all other pieces of the company's integrated marketing communications, shape the consumer's perception of the brand.

Due to the connection between perceived brand-cause fit and the effectiveness of a cause-related marketing activities, it is hypothesized that purchase intent for Lindalein Project products would be

higher if only residents of Morrison Woods and members of local senior citizen groups made Lindalein products. Such a connection between Morrison Woods, the volunteers, and the donation to the Alzheimer's Association could prove to be most effective in garnering donations.

Another potential influential factor in the decision to donate or participate in a cause-related marketing activity is the degree to which the consumer has been affected by the issue related to the cause. The generation that is currently the most affected by Alzheimer's disease is the Baby Boom Generation who are increasingly finding themselves in the position of caregiver for their parents who have been diagnosed with Alzheimer's disease (Kantrowitz & Springen, 2007). In terms of general donor behavior, donations and generosity are positively correlated with age (Reid 2010). Furthermore, as may be expected, those who are recently starting a family or beginning their full-time career are less likely to display another related expression of generosity, namely volunteering. These facts also support that an age cohort such as the Baby Boomers may be more likely to participate in the Lindalein Project. Since the products are mostly crafts and jewelry, they would likely have a greater appeal to females rather than males. Due to the above information, it is hypothesized that the target market for the Lindalein Project will be female Baby Boomers.

Another issue for the Lindalein Project is the pricing of the pieces. The products, though very crafty in appearance, would likely have an appeal to certain groups of people, especially if they are passionate about the cause to which the money was to be donated. For this reason, it is hypothesized that some of the pieces are underpriced and could bring in more money for the Alzheimer's Fund and Second Harvest Food Bank at a higher price.

The exact research problems and objectives of this study are outlined in more detail on the following page in the Research Problems and Objectives Section.

Research Problems and Objectives

Problem 1

The demographics of those most likely to support the Lindalein Project are unknown.

Research Objective 1

To conduct a survey of members of the target groups (senior citizens, Ball State students, church members, and other members of the Muncie community) to determine the likelihood of participants to donate (on a 7 point scale from "very unlikely" to "very likely") to Second Harvest Food Bank and the Alzheimer's Association. These target groups will rate their likelihood (on a 7 point scale from "very unlikely" to "very likely") to purchase various crafts the proceeds of which would benefit these organizations.

Problem 2

The demographics are unknown of those most likely to buy the Lindalein Project products based on an overall personal affinity for the products themselves.

Research Objective 2

To conduct a survey of the target groups (senior citizens, Ball State students, church members, and other members of the community) to determine their level of agreement with a series of statements, such as "I like them," "their quality is very good," "I am willing to buy them," etc., about the pictured crafts from the Lindalein Project. Participants will rate their level of agreement on a 7 point scale from "completely disagree" to "completely agree."

Problem 3

The target market may not be price sensitive, and thus some of the Lindalein Project pieces may be underpriced.

Research Objective 3

To conduct a survey of members of the target groups (senior citizens, Ball State students, church members, and other members of the community) to determine their likelihood to purchase (on a 7 point scale from "very unlikely" to "very likely") of various crafts. Participants will be shown the same items they previously rated. Each participant will be shown one of two prices (randomly presented). The purchase intent of the pieces at the two different prices will then be compared.

Problem 4

Morrison Woods needs to know how to best reach the target market.

Research Objective 4

To conduct a survey to determine the frequency (on a 7 point scale from "Never" to "Daily") that members of the target groups (senior citizens, Ball State students, church members, and other members of the community) use various media including Facebook, local newspaper, radio, Pinterest, etc.

Research Objective 5

To conduct a survey to determine the frequency (on a 7 point scale from "Never" to "Every time it occurs") with which members of the target groups (senior citizens, Ball State students, church members, and other members of the community) support various community events, businesses, and markets.

Problem 5

The importance that the target market places on senior citizen volunteers making the Lindalein Project products as opposed to community volunteers is unknown.

Research Objective 6

To conduct a survey of members of the target groups (senior citizens, Ball State students, church members, and other members of the community) to determine their likelihood to purchase (on a 7 point scale from "very unlikely" to "very likely") the various crafts. Before stating their likelihood to purchase, participants will be exposed to one of two randomized Lindalein Project stories, one saying that the crafts are made by senior citizens and residents of Morrison Woods, and the other saying that they are made by community volunteers. The likelihood to purchase of those exposed to the senior citizen story will be compared to that of those exposed to the community volunteer story to determine which story would drive higher purchase intent.

Problem 6

Morrison Woods needs to know whether it should include with all of its Lindalein Project products a brief piece of reading material that includes a description of the Lindalein Project along with the Morrison Wood's logo.

Research Objective 7

To conduct a survey of members of the target groups (senior citizens, Ball State students, church members, and other members of the community) to determine the importance (on a 7 point Likert scale from "Very Unimportant" to "Very Important") that participants place on hearing a personal story that makes a charitable cause more relatable. Participants will further be asked to rate their level of agreement with a set of statements concerning their attitude toward and likelihood to read brief pieces of literature (on a 7 point scale from "Strongly Disagree" to "Strongly Agree" about the story behind non-profit causes.

Method

Because of the need for quantitative data, a questionnaire was chosen as the method of data collection. Due to time and financial constraints, data was collected from a convenience sample made up of anyone who was reached with a survey link and who agreed to participate in the survey. Participants were required to be at least 18 years of age, have some form of "ties" to Muncie through residency, work, classes, family, friends, travelling, etc. Furthermore, if the participant stated that they had not been to Muncie at least once within the past year, they were excluded from completing the remainder of the survey.

The survey was administered in electronic format using Qualtrics software. A link to the survey was disseminated through the Ball State University Communications Center in a mass email to all Ball State students and faculty who had voluntarily subscribed to receive emails regarding surveys and research. The researcher's personal Facebook account was also used as a tool for sharing the link with personal contacts. The researcher also gained permission to speak in front of several of his classes to invite survey participation. Local organizations such as local places of worship, the Muncie Chamber of Commerce, etc. and personal contacts such as professors, clergy, and friends were asked to participate in the survey and to forward it to their respective networks.

The target sample size of the project was 200 participants representing male and female adults from various age groups and demographic backgrounds. After all of the data was collected, 177 surveys were completed. This data was analyzed statistically using SPSS software to draw the conclusions contained within this report.

The survey used both between and within subjects design. The questions presented to any one participant were randomized such that approximately the same number of participants saw each option. Specifically, participants were asked to rate their attitude toward two randomly selected pins or earrings and two randomly selected craft products. The product pictures used in the survey are shown below:

Figure 1: Flower Pin

Figure 2: Button Pin

Figure 3: Moon Pin

igure 4: Butterfly Pin

Figure 5: Earrings

ure 6: Shell Craft

Figure 7: Rainbow Craft

ure 8: Beach Craft

In order to understand the influence of the source of the Lindalein products, two stories were constructed describing the project. In one story, the products were made by "residents of Morrison Woods and other local groups of senior citizen volunteers." In the other story, "community volunteers" made the crafts and jewelry for the project. Participants were shown one randomly selected story from the two story options describing the Lindalein Project. After learning about the project, participants were once again shown the same products toward which they previously rated their attitudes and asked to rate their likelihood to purchase these products. Each participant was randomly given one of two prices for the products that they were shown. The low and high prices for each product are shown in Table 1 below:

Table 1: Price Points for Each Product

	LOW PRICE	HIGH PRICE
FLOWER PIN	$1	$5
BUTTON PIN	$1	$5
MOON PIN	$1	$5
BUTTERFLY PIN	$1	$5
EARRINGS	$15	$25
SHELL CRAFT	$3	$10
RAINBOW CRAFT	$3	$10
BEACH CRAFT	$10	$20

After the participants rated their likelihood to purchase for the randomized products that they were shown, they were then asked to state to what degree they felt a series of emotions when they were reading the description of the Lindalein Project story that they saw. They were then asked their likelihood to support a list of charitable organizations, their media use, involvement in local events and patronage of local businesses, and demographic questions.

Results

Participant Demographics

All participants were at least 18 years of age with ties to Muncie through residency, work, travel, family ties, etc. Of those who responded, 78.4% reported Muncie as their city or town of residence, with the remaining participants living in towns such as Yorktown (5.4%), Fort Wayne (2.3%), Anderson (1.4%), Indianapolis (1.4%), etc. Of participants, 93.2% reported their ethnicity as White non-Hispanic. Because of the lack of ethnic diversity among participants, ethnicity was not considered as a demographic measure in any of the analyses.

In total, 177 participants finished the entire survey along with demographic questions. The following pie charts outline the demographics of these participants.

Chart 1: Participants by Gender

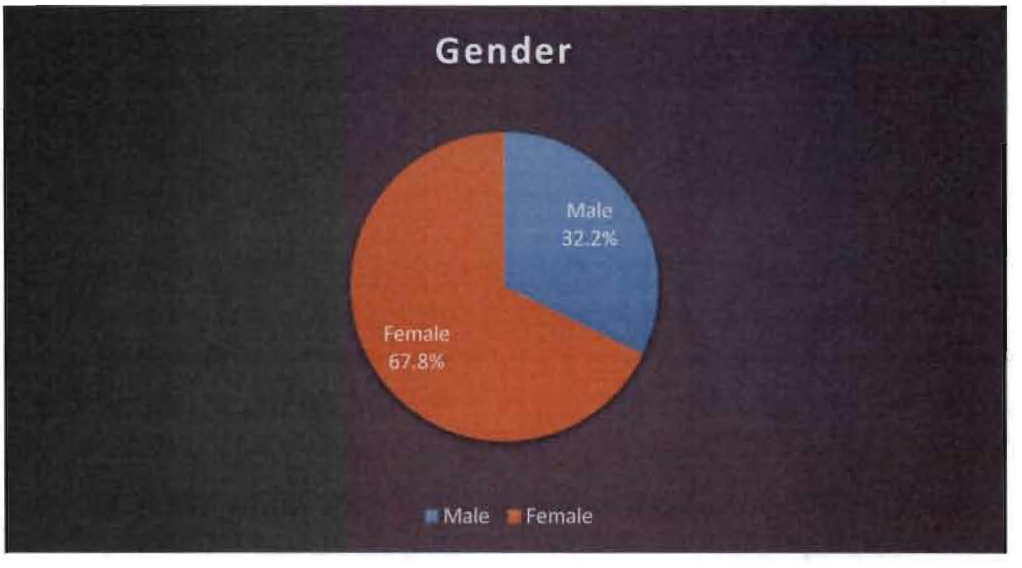


Chart 2: Participants by Age Cohort

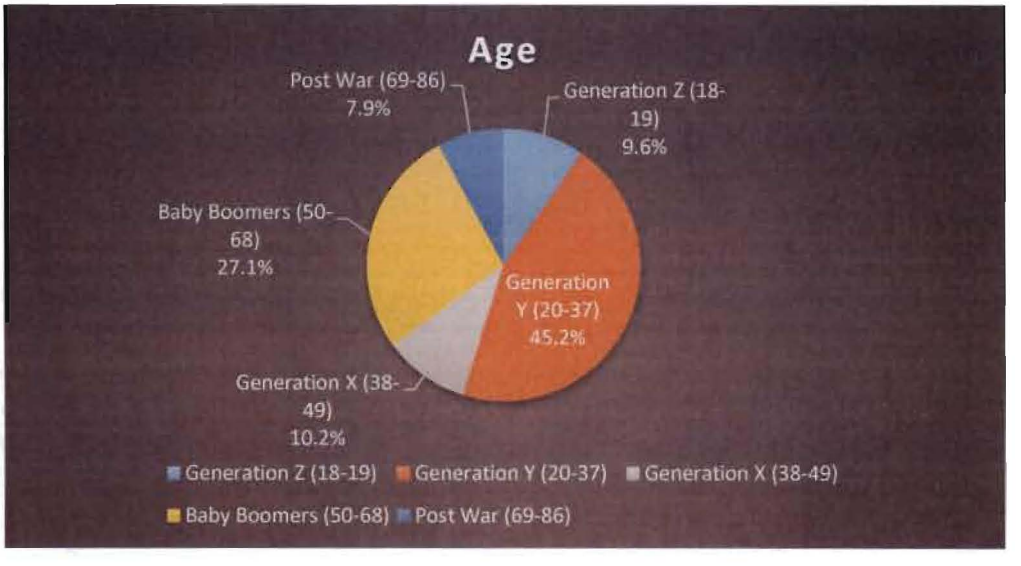


Chart 3: Participants by Student Status

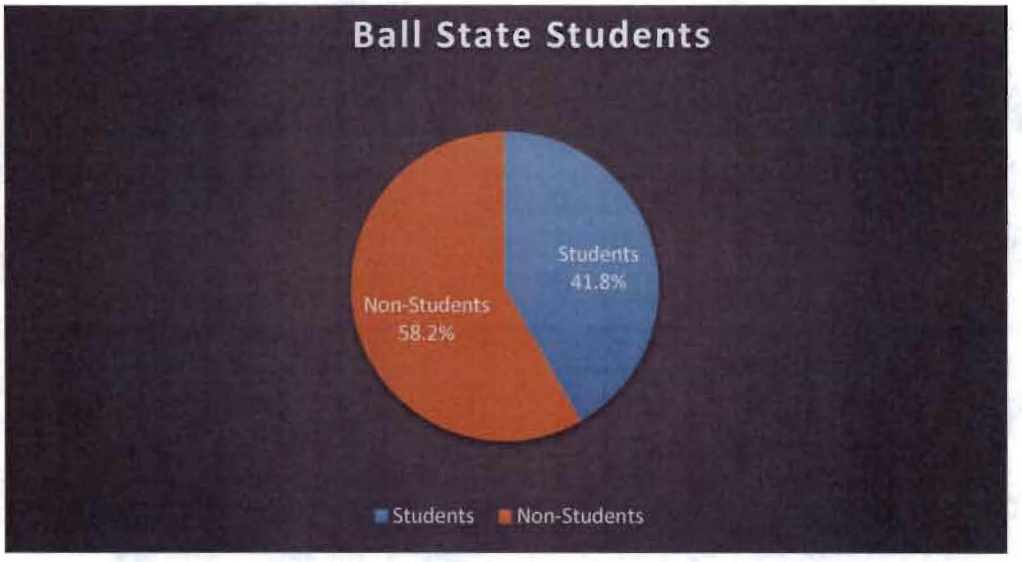
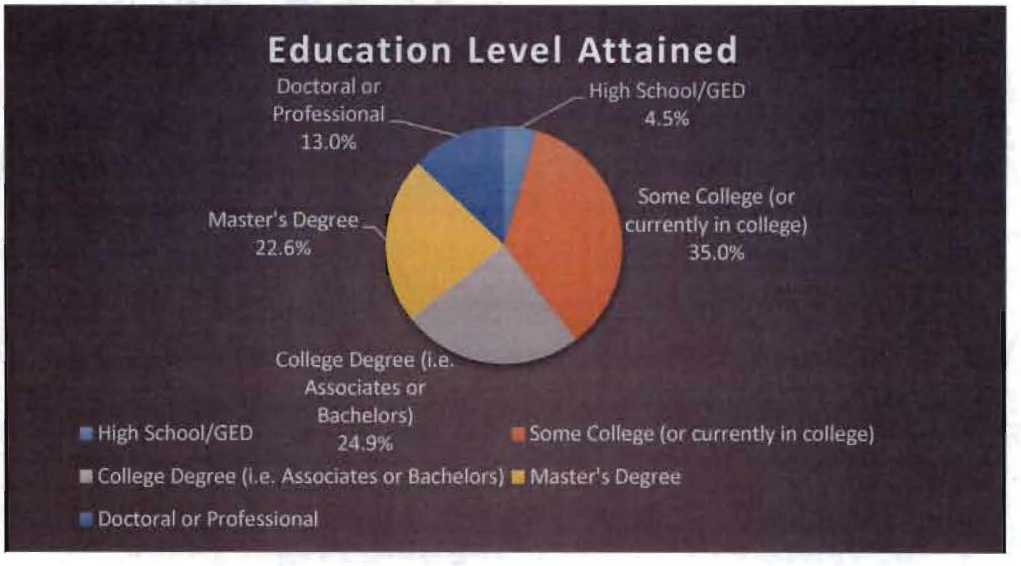
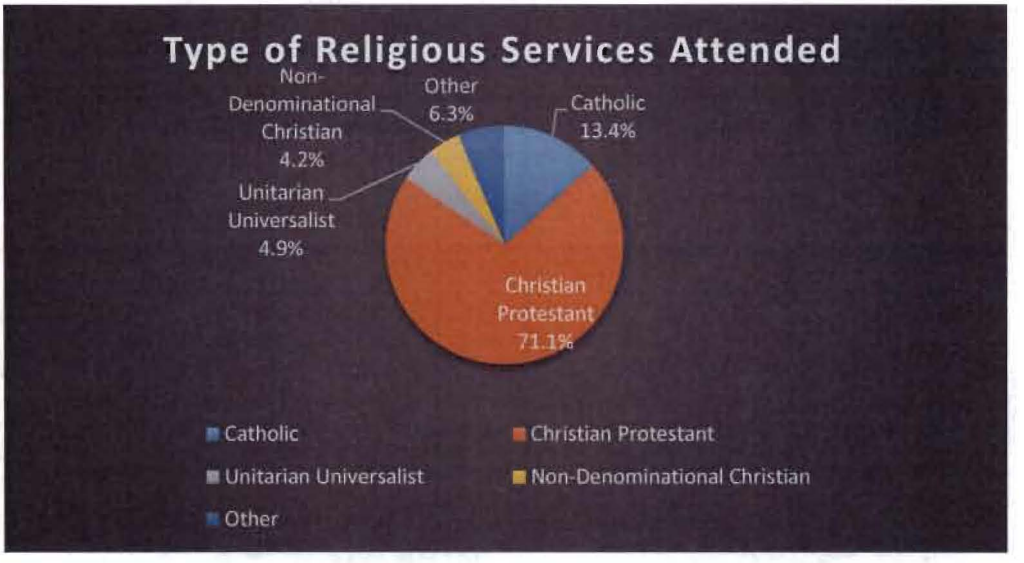


Chart 4: Participants by Education Level Attained



Of the participants, 35 reported that, on average, they never attend religious services. The remaining 142 participants who selected a higher frequency of church attendance were asked what type of services they attend. The results are displayed in the following pie chart:

Chart 5: Participants by Type of Religious Services Attended



Because there was little diversity in the type of religious services attended, no analyses were run to determine differences or relationships among attendees of the various services.

The following section details the data analyses and results of the research performed and are organized by the research problem that they seek to address.

Problem 1: Demographics of those likely to support the Lindalein Project

Charity Affinity.

One factor of an individual's likelihood to purchase Lindalein Project products is the level of support that the individual has for the causes that the project supports. As a result, Independent Samples t-Tests and ANOVAs were utilized to look for differences in the likelihood to donate to Second Harvest Food Bank or to the Alzheimer's Association between males and females, regular church-goers and non-church-goers, Ball State students and non-students, and participants from different education backgrounds. Furthermore, Chi Square analysis was used to determine if a relationship existed between these demographics and the likelihood to donate to both the Alzheimer's Association and Second Harvest Food Bank.

No differences were found in the mean likelihood of any group to donate to either of the causes. Therefore, the data does not indicate that any demographic group would be more likely than any other to donate to the Alzheimer's Association or Second Harvest Food Bank.

However, there was a marginal association (p= .068) between age and reporting oneself as likely to donate to both the Alzheimer's Association and Second Harvest Food Bank (see Table B1.1 in Appendix B). As a result, it was determined that members of Generation Z (age 18-19) and the Post-War Generation (age 69-86) reported themselves as being more likely to donate to both charities than other generations. On the other hand, Baby Boomers (age 50-68) self-reported being less likely to donate to both charities (see Table B1.2 in Appendix B).

Likelihood to Purchase.

Purchase intent between products at the macro level.

The main metric to analyze in determining which demographic groups are likely to support the Lindalein Project is purchase intent. Univariate analysis was run to examine the overall purchase intent for each product and the following differences were found:

Statistically Significant Differences:

- The overall purchase intent for earrings is lower than that for the flower pin and butterfly pin.
- The overall purchase intent for the shell craft is lower than the purchase intent for the flower pin, button pin, and butterfly pin.

(See Table B1.3 and Table B1.4 in Appendix B).

Conclusions:

The applications that follow have been based on the assumption that future products that are similar to the representative pieces used in the survey would garner a similar response among future customers. Future products should be modeled after the characteristics of the butterfly pin, flower pin, and button pin. Earrings have lower purchase intent than some products, but if they are able to be sold, they would bring in a much higher donation revenue than the pins because of their high selling prices. For this reason, earrings may still be a good product to sell, depending on the cost of producing them. In the

future, Morrison Woods should try to avoid making products similar to the shell craft because of the relatively low purchase intent for this product.

Purchase intent based on product type and price category.

Significant difference at the low price.

A Univariate analysis was performed to determine the difference in likelihood to purchase (i.e. "purchase intent") that participants who were shown the lower of the two prices reported toward each piece. The following differences were found:

Statistically Significant Differences:

- Higher purchase intent was reported for the butterfly pin than for the earrings.
- The flower pin has higher purchase intent than all of the crafts (the shell craft, rainbow craft, and beach craft) as well as the earrings.
- The purchase intent for the earrings, the rainbow craft, and the shell craft are not statistically different.
- The button pin has higher purchase intent than the shell craft and the rainbow craft, but is not statistically different from any other piece.
- The butterfly pin has higher purchase intent than the earrings, rainbow craft, shell craft, and beach craft, but the purchase intent for the butterfly pin is not statistically different from that for the flower pin, button pin, or moon pin.
- The rainbow craft has lower reported purchase intent than the flower pin, button pin, and butterfly pin, but is not statistically different from the other pieces.
- The beach craft has lower reported purchase intent than the butterfly pin and flower pin, but higher purchase intent than the shell craft. It is not statistically different from the rainbow craft, moon pin, earrings, or button pin.

(See Table B1.5 and Chart B1 in Appendix B).

Conclusions:

Assuming that all of the pieces are set at their lower price point, products should be made so that they are analogous to the flower pin and the butterfly pin. Such products would likely have higher purchase intent. Products should not be modeled after the shell craft or the rainbow craft, since analogous crafts would have lower purchase intent. If craft products are made that are similar to the three craft products displayed in the survey (shell craft, beach craft, and rainbow craft), these products should be modeled more after the beach craft than the other crafts.

Significant difference at the high price.

Among participants who were shown the higher price point for the products, the following differences were found:

Statistically Significant Differences:

- Participants had higher purchase intent for the flower pin than for the earrings, moon pin, shell craft, or rainbow craft.
- The purchase intent for the button pin, butterfly pin, and beach craft were not statistically different from any other product.

(See Table B1.5 and Chart B1 in Appendix B).

Conclusions:

Assuming that all products are set at the higher price, future products should be modeled after the flower pin. Since the purchase intent for the butterfly pin and button pin were not statistically different from the flower pin, these would also be good pins after which to model future products.

Purchase intent based on age cohort and price category.

Significant difference at the low price.

A univariate analysis was run to determine differences in purchase intent that members of each generation had for different products within a given price category. The following differences were found among participants who were shown the lower price:

Statistically Significant Differences:

- Members of Generation Z had higher purchase intent for the butterfly pin than for the moon pin.
- Members of Generation Y had lower purchase intent for the earrings than for the flower pin. They also had lower purchase intent for the shell craft as compared to the flower pin, button pin, and butterfly pin. This generation also had higher purchase intent for the butterfly pin than for the earrings, moon pin, shell craft, rainbow craft, and beach craft. However, the purchase intent among members of this age cohort for the butterfly pin was not statistically different from the flower pin or button pin.
- Members of Generation X had lower purchase intent for the shell craft than for the flower pin, button pin, moon pin, butterfly pin, and beach craft. The purchase intent for all other items among members of this generation were not statistically different.
- The Baby Boomers had lower purchase intent for the shell and rainbow crafts than the flower pin and moon pin at the lower price (the significance of the difference between the rainbow craft and flower pin was p=.051). The moon pin had higher purchase intent than any of the crafts (beach, shell, and rainbow).
- Members of the Post-War Generation had lower purchase intent for the shell craft as compared to the button and butterfly pins.

(See Table B1.6 and Table B1.7 in Appendix B).

Conclusions:

If Morrison Woods were to market the Lindalein Project to specific generations, the following product assortments would be recommended.

- Generation Y would prefer products analogous to the butterfly pin, flower pin, and button pin.
- Generation Z would prefer products analogous to the butterfly pin or other products that weren't statistically different from this pin, such as the beach craft, flower pin, and button pin.
- Generation X liked the shell craft less than other products, but had no preferences in regards to the other pieces.
- Baby Boomers prefer the flower pin and moon pin to the shell and rainbow crafts. In fact, they preferred the moon pin to all of the craft products. There was no statistically significant difference in purchase intent between any other products.
- Among members of the Post-War Generation, the button and butterfly pins are more popular than the shell craft. There was no statistically significant difference in purchase intent between any other products.

Significant differences at the high price.

The following differences in purchase intent were found assuming that all products would be sold at the higher price point:

Statistically Significant Differences:

- Members of Generation Z had higher purchase intent for the moon pin than for the button pin.
- Members of Generation Y had higher purchase intent for the flower pin than for the earrings, moon pin, or shell craft.
- Members of Generation X had lower purchase intent for the earrings than for the butterfly pin at the high price. In fact, members of this generation reported that they did not want to purchase the earrings at this price at all (purchase intent was the lowest possible on a scale of 1 to 7).
- Baby Boomers had higher purchase intent for the flower pin than for the shell craft at the high price. They also had higher purchase intent for the button pin than for the shell craft or rainbow craft.
- Members of the Post-War Generation had higher purchase intent for the shell craft than for the earrings, moon pin, or beach craft at the higher price.

(See Table B1.6 and Table B1.7 in Appendix B).

Conclusions:

- Among members of Generation Z, the moon pin was more popular than the button pin.
- Among members of Generation Y, the Flower pin was more popular than the earrings, moon pin, and shell craft.
- Generation X reported being "very unlikely" to purchase the earrings at the high price.

- Among Baby Boomers, the flower pin was more popular than the shell craft, and the button pin was more popular than the shell and rainbow crafts.

Purchase intent of product compared between generations at a given price.

- At the higher price, members of Generation Z are more likely to purchase the moon pin than members of the Post-War Generation.
- At the lower price, Baby Boomers are less likely than members of Generation Z and Generation Y to purchase the butterfly pin.
- At the higher price, members of the Post-War Generation are more likely than members of Generation Y and the Baby Boomers to purchase the shell craft.
- At the lower price, members of Generation Y are more likely to purchase the rainbow craft than the Baby Boomers
- At the lower price, members of Generation Z and Generation Y are more likely than the Baby Boomers to purchase the beach craft.

(See Table B1.8 in Appendix B).

Conclusions:

- If products analogous to the moon pin are set at the higher price, marketing them to a younger audience (i.e. Generation Z) may be more effective than marketing them to an older demographic (i.e. Post-War Generation).
- At the lower price, products analogous to the butterfly pin are more likely to be sold to the youngest demographics (Generation Z and Generation Y) than to Baby Boomers.
- At the higher price, products analogous to the shell craft will be more likely to be sold to members of the Post-War Generation rather than the younger Generation Y or Baby Boomer generations.
- At the lower price, pieces analogous to the rainbow craft will have a higher probability of selling if marketed to members of Generation Y rather than Baby Boomers.
- At the lower price, it would be better to market products similar to the beach craft to the younger demographics of Generation Z and Generation Y as opposed to Baby Boomers.

Purchase intent between generations.

Univariate analysis was also used to determine the difference in overall purchase intent for all the products in general between each generational cohort. The following differences were found:

Statistically Significant Differences:

- Baby Boomers have lower overall purchase intent than members of Generation X, Generation Y, and Generation Z.
- Members of Generation Z have higher overall purchase intent than members of Generation Y.

(See Table B1.9 and Table B1.10 in Appendix B).

Applications:

This data does not support the original hypothesis that Baby Boomers would be the age demographic most likely to purchase Lindalein Project products. Instead, Baby Boomers have lower reported purchase intent than the younger demographics between the ages of 18 and 49. Furthermore, 18 and 19 year-olds (Generation Z) reported higher purchase intent than members of Generation Y. A good way to reach Generation Z would be through Ball State's campus, since many Ball State students fall into this age range.

Purchase intent based on gender.

A univariate analysis was run to determine whether there was a difference in purchase intent between males and females. The analysis shows that females have a statistically significantly higher reported purchase intent (p=.001) for Lindalein products than do the males.

(See Table 2 below and Table B1.11 and Table B1.12 in Appendix B).

Table 2: Purchase Intent by Gender

Gender	Mean	Significance
Male	3.374	.001
Female	3.916	.001

Conclusions:

Because females are more likely than males to purchase the Lindalein Project products, females will be part of the target market demographic profile.

Because the differences in purchase intent that females displayed toward the individual products mirrored the overall results presented earlier (i.e. higher purchase intent toward the butterfly pin, button pin, and butterfly pin, and lower purchase intent toward the shell craft, etc.), it would be redundant to further outline differences in purchase intent for every product.

Purchase intent based on student status.

Univariate analysis was used to determine any differences in purchase intent between Ball State students and non-students. At the lower price point, student purchase intent for individual products basically mirrored the overall purchase intent mentioned before. At the higher price point, students showed no preference or non-preference for any given product, as there were no statistically significant differences in purchase intent for any of the products.

Difference in purchase intent between students and non-students.

The following differences in purchase intent were found between Ball State students and non-Ball State students:

Statistically Significant Differences:

Table 3: Purchase Intent by Student Status

Product	Student Status	Mean	Significance
Moon pin	Student	3.25	.032
	Non-student	4.577	.032
Butterfly pin	Student	5.7	.036
	Non-student	4.207	.036
Beach craft	Student	4.4	.027
	Non-student	3.278	.027

(See Table B1.13 in Appendix B).

Conclusions:

Pieces that are analogous to the moon pin should be marketed to non-students. Pieces analogous to the butterfly pin can be marketed to either students or non-students since the overall purchase intent for this piece is relatively high; however, it would be optimal to market pieces like the butterfly pin to students. Pieces analogous to the beach craft should be marketed to students, perhaps at student events or on-campus arts and craft sales.

Purchase intent based on attendance of religious services.

Univariate analysis was utilized to determine differences in purchase intent among those who reported attending religious services. Those who attended religious services more than the median (at least twice per month) were defined as "churchgoers," and those who reported attending less than the median were defined as "non-churchgoers." It should be noted that this terminology has been chosen solely for convenience and in no way expresses judgement toward members of either group.

Because Morrison Woods currently creates and sells Lindalein Project products at the High Street United Methodist Church as part of the Update Learning classes that take place there, a plausible business model would be to continue such craft classes at various churches in the community with the intention of selling the crafts at the conclusion of the classes. As a result, univariate analysis was used to determine if it would be most beneficial to partner with religious organizations or with secular organizations if such a business model were to be enacted.

Statistically Significant Differences:

- Churchgoers had higher purchase intent than non-churchgoers for the button pin at the lower price.

(See Table B1.14 in Appendix B).

Conclusion:

Because there was only one product for which a statistically significant difference in purchase intent existed, there is effectively no difference that can be inferred in the purchase intent between these two groups. As a result, Morrison Woods should be able to create a business model based around community art classes and sales in either churches or in secular organizations. Churches are a convenient gathering of people from the community, and for this reason, they would be beneficial targets for the Lindalein Project. However, the data does not show that churchgoers are any more likely than non-churchgoers to purchase the products. Therefore, secular community gatherings should also be beneficial targets for the Lindalein Project.

Attitude toward Charitable Organizations and Attitude toward Helping Others.

Webb, Green, and Brashear's marketing scale titled Attitudes Influencing Monetary Donations to Charitable Organizations was used to determine participants' attitude toward charitable organizations and attitude toward helping others (2000). This data was then analyzed through linear regression to determine if either of these two measures contributed significantly to purchase intent for Lindalein Project products.

The results showed that Attitude toward Charitable Organizations (ACO) was significantly predictive (β=.172, p =.040) of average product purchase intent. Attitude toward Helping Others (AHO), on the other hand, was not significantly predictive of average purchase intent.

(See Table B1.15, Table B1.16, and Table B1.17 in Appendix B).

Next, ANOVAs and Independent Samples t-Tests were run to determine if any differences in ACO or AHO existed in any of the different demographic segments. No statistically significant differences were found in AHO among any of the demographic groups. However, there was a difference in ACO based on gender, females having a higher attitude toward charitable organizations than males. This higher attitude toward charitable organizations could have been a driver in the higher overall purchase intent of females.

(See Table B1.18 and Table B1.19 in Appendix B).

In order to determine the effect of ACO on the relationship between gender and purchase intent, Preacher and Haye's Analysis was used. This model uses regression statistics to analyze the relationship between the independent variable and the dependent variable and determines if the relationship is directly linked or if it exists because of the presence of a "mediator" variable (Hayes, 2013). In this case,

the independent variable is gender, the dependent variable is average product purchase intent, and the mediators are ACO and AHO.

The mediation model found that gender was related to ACO (p=.0138), but not to AHO (p=*ns*). This finding aligns with the initial regression analysis. The fully mediated model was significant (p = .0071). There were no main effects, meaning that gender did not directly predict purchase intent in and of itself. Rather, it predicted purchase intent through the mediator ACO (Mediation Effect = .0897, Boot SE = .0693, LLCI = .0001, ULCI = .2773). This means that the reason that females are more likely to purchase may be due to the fact that they have a higher ACO than males. This fact further solidifies the fact that females make up the target market for the Lindalein Project.

(See Table B1.20, Table B1.21, and Table B1.22 in Appendix B).

Problem 2: Demographics of those who Like the Crafts Themselves

Attitude toward Products Based on Age Cohort.

Sophie Hieke's scale on brand attitude was used to determine participants' attitude toward the Lindalein products (2010). A Univariate analysis was performed to determine the difference in average overall attitude that members of the various age cohorts reported toward each piece. The differences are outlined in the bullets below.

Statistically Significant Differences:

- Generation Z and the Baby Boomers reported having a higher attitude toward the earrings than the attitude that Generation Y reported.
- Generation Z reported having a higher attitude toward the butterfly pin than the attitude that Generation Y or the Baby Boomers reported.
- Generation Z reported having a higher attitude toward the shell craft than the attitude that the Baby Boomers reported.
- Generation Z and the Post-War Generation reported having a higher attitude toward the rainbow craft than what the Baby Boomers reported.
- Generation Z reported having a higher attitude toward the beach craft than the attitude that all other generations reported with the exception of Generation X (i.e. Generation Y, Baby Boomers, and the Post-War Generation).

(See Table B2.1 and Table B2.2 in Appendix B).

Conclusions:

Generation Z (ages 18 and 19) generally has a higher reported attitude toward the products than the other age groups. Specifically, Generation Z would likely have a higher attitude than Generation Y (ages 20-37) toward products similar to the earrings, the butterfly pin, and the beach craft, a higher attitude than Baby Boomers (ages 50-68) toward products similar to the earrings, the butterfly pin, the shell craft, and the rainbow craft, and a higher attitude toward the beach craft than Generation Y, Baby Boomers, and the Post-War Generation (ages 69-86). Further, Baby Boomers would also have a higher attitude than Generation Y toward products comparable to the earrings and members of the Post-War Generation would have a higher attitude than Baby Boomers toward products analogous to the rainbow craft.

Problem 3: Price Sensitivity of the Target Market

Significant Differences in Purchase Intent Based on Price at the Macro Level.

Univariate analysis was run to find any differences in purchase intent toward a given product based on the price point.

Statistically Significant Difference:

- There is a marginal statistically significant difference (p=.064) in purchase intent toward the moon pin at the low price when compared to the high price.

(See Table B3.1 and Chart B2).

Conclusions:

The moon pin should be sold at the lower price point.

Significant Differences in Purchase Intent Based on Price among Various Age Cohorts.

A univariate analysis was run to determine if members of different generations had different purchase intent toward a given product based on whether it was sold at the high price or low price.

Statistically Significant Differences:

- Members of the Post-War Generation reported higher purchase intent for the shell craft when they were shown the higher price.
- Members of Generation Y reported lower purchase intent for the button pin when they were shown the higher price.

(See Table B3.2 and Table B3.3 in Appendix B).

Conclusions:

Since the Post-War Generation is more likely to purchase the shell craft at the higher price point, it may be able to be sold at the higher price. The button pin should be kept to the lower price since members of Generation Y are less likely to purchase it at the higher price.

Significant Differences in Purchase Intent Based on Price among Males and Females.

Females were significantly less likely to purchase the button pin (p=.032) and the butterfly pin (p=.040) at the higher price as compared with the lower price point

(See Table B3.4 in Appendix B).

Significant Differences in Purchase Intent Based on Price among Students and Non-Students.

Statistically Significant Differences:

- Students are more likely to purchase the button pin at the lower price than they are at the higher price.
- Students are more likely to purchase the butterfly pin at the lower price than they are at the higher price.
- Nonstudents are more likely to purchase the moon pin at the lower price than the higher price.
- For all other products, there is no statistically significant difference in purchase intent between price categories among students or non-students.

(See Table B3.5 in Appendix B).

Significant Differences in Purchase Intent Based on Price among Churchgoers and non-Churchgoers.

Statistically Significant Differences:

- Churchgoers have lower purchase intent for the button pin at the higher price.
- Non-churchgoers have lower purchase intent for the moon pin at the higher price.

(See Table B3.6 in Appendix B).

Conclusions:

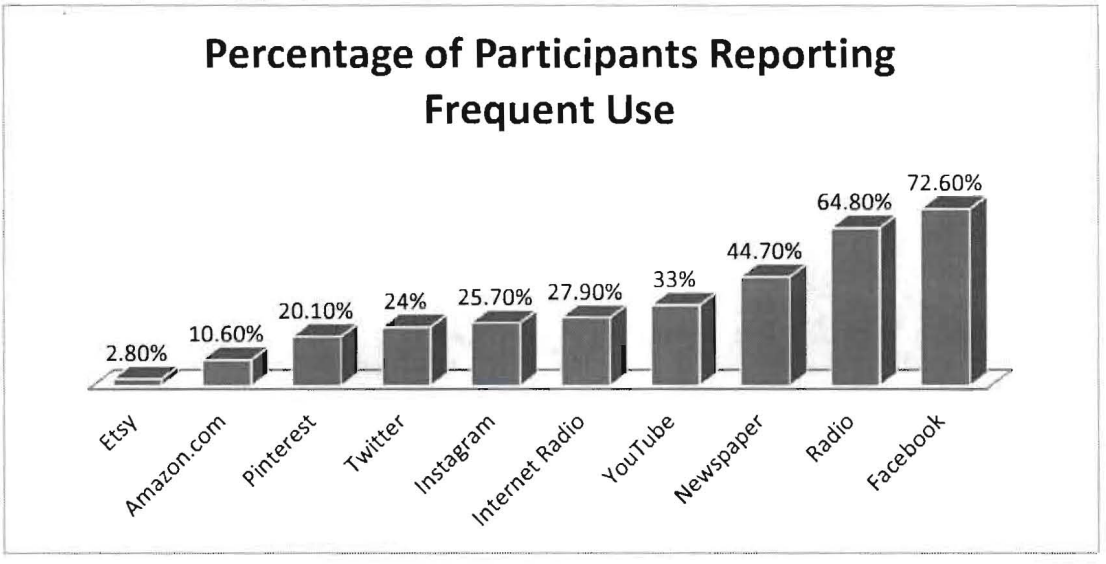
Females and students were both more likely to purchase the butterfly pin and the button pin if they were sold at the lower price than they were at the higher price. Because females are part of the target market, the butterfly pin and button pin and products analogous to them should be sold at the lower price. Similarly, the moon pin should be kept at the lower price if non-students or non-churchgoers are part of the target audience.

Problem 4: Media Use and Community Involvement

Media Use.

Participants were asked to rate the frequency with which they used various forms of media. The overall results of all participants are displayed in the following graph:

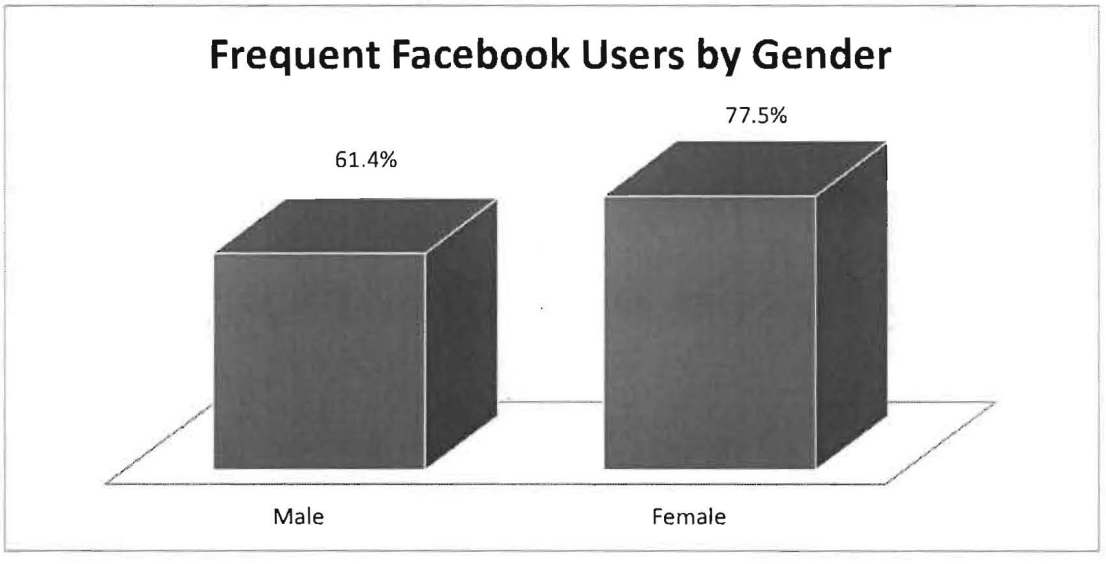
Chart 6: Reported Frequent Media Use



The relationships between age and gender and frequent use of each medium are analyzed in the charts that follow.

Facebook.

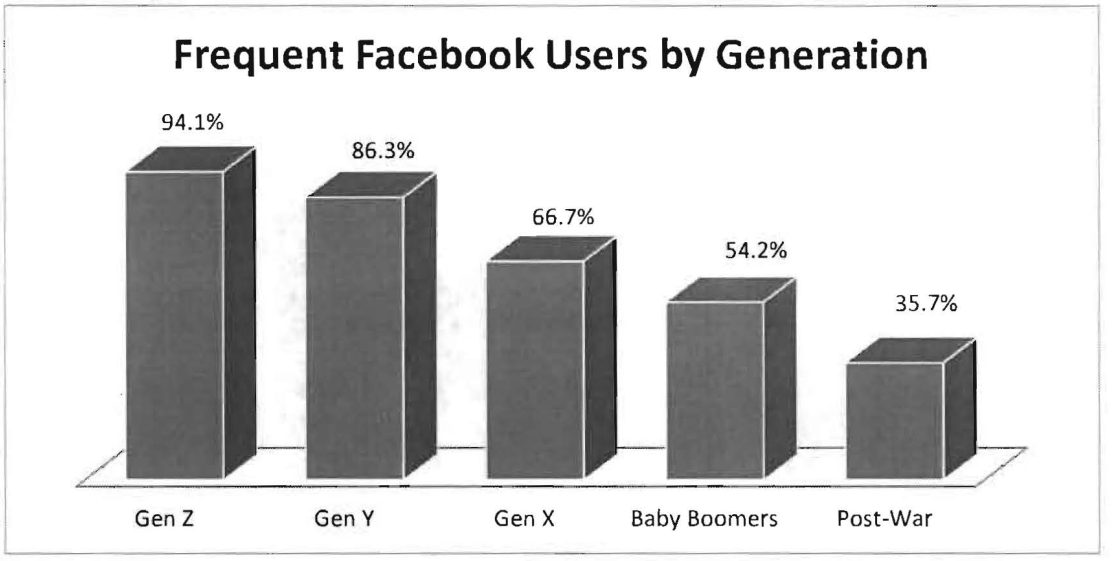
Chart 7: Frequent Facebook Users by Gender



There is a statistically significant relationship between gender and reporting oneself as a Frequent Facebook user (p = .025). More females reported being frequent users of Facebook than males. 77.5% of female participants said they used Facebook frequently as opposed to 61.4% of males.

(See Table B4.1 and Table B4.2 in Appendix B).

Chart 8: Frequent Facebook Users by Age

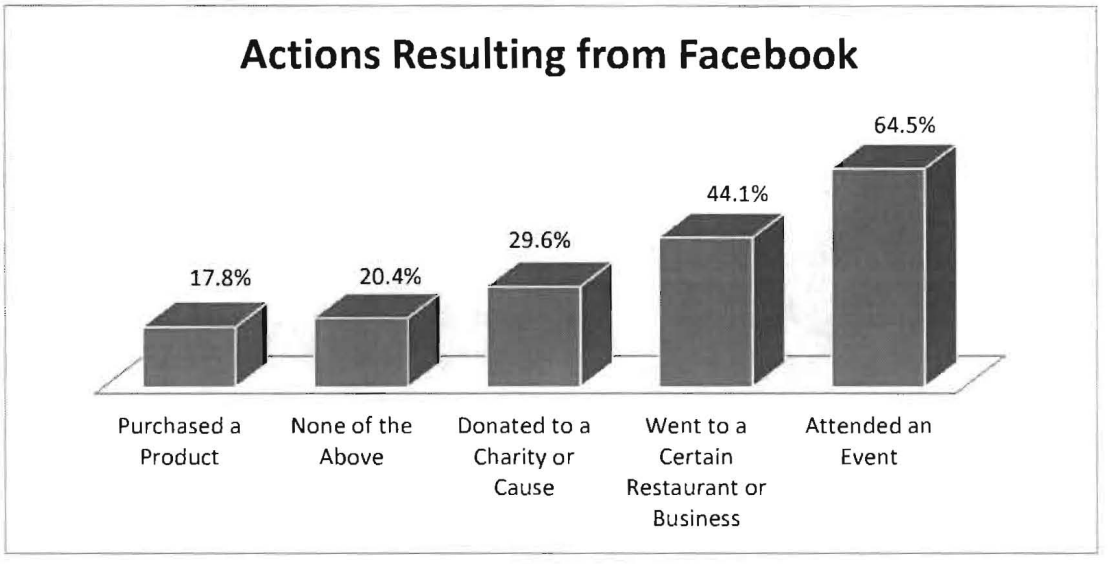


As the chart above demonstrates, there is also a statistically significant relationship between age and being a Frequent Facebook user (p = .000). The frequency of Facebook use tends to decline as age increases. Generation Z and Generation Y both had a higher proportion of frequent Facebook users than would be expected statistically. Generation X had slightly fewer frequent users, and Baby Boomers and members of the Post-War Generation had much fewer frequent Facebook users than would be expected.

(See Table B4.3, Table B4.4, and Table B4.5 in Appendix B).

Of the 152 participants who use Facebook at least sometimes, the following proportions claimed that they had done the following activities after hearing about them on Facebook.

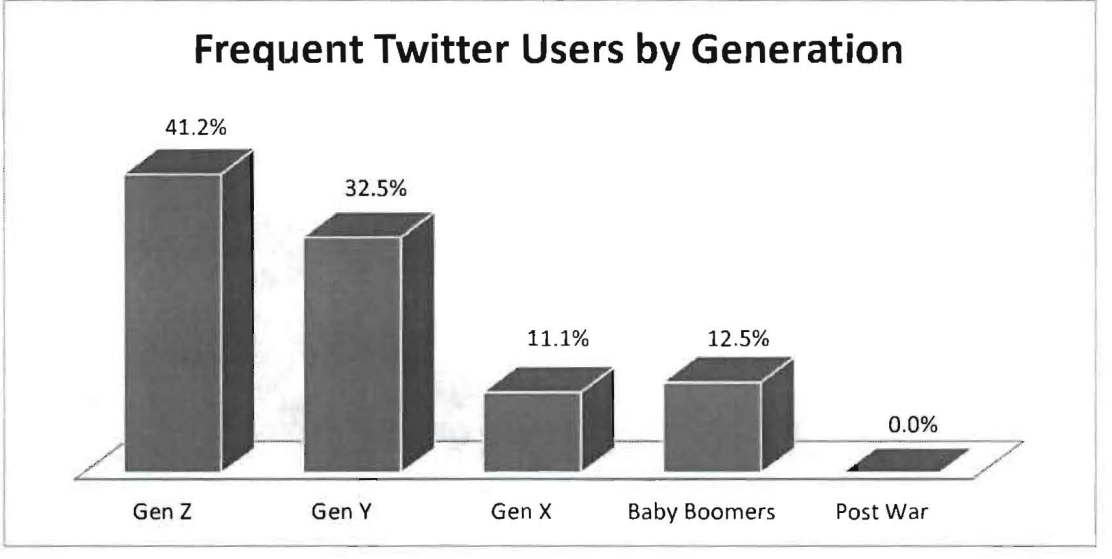
Chart 9: Facebook Activities



As the chart shows, a large number of participants who are Facebook users have attended an event they learned about on Facebook, gone to a restaurant or business after hearing about it on Facebook, or donated to a charity or cause after learning about it on Facebook.

Twitter.

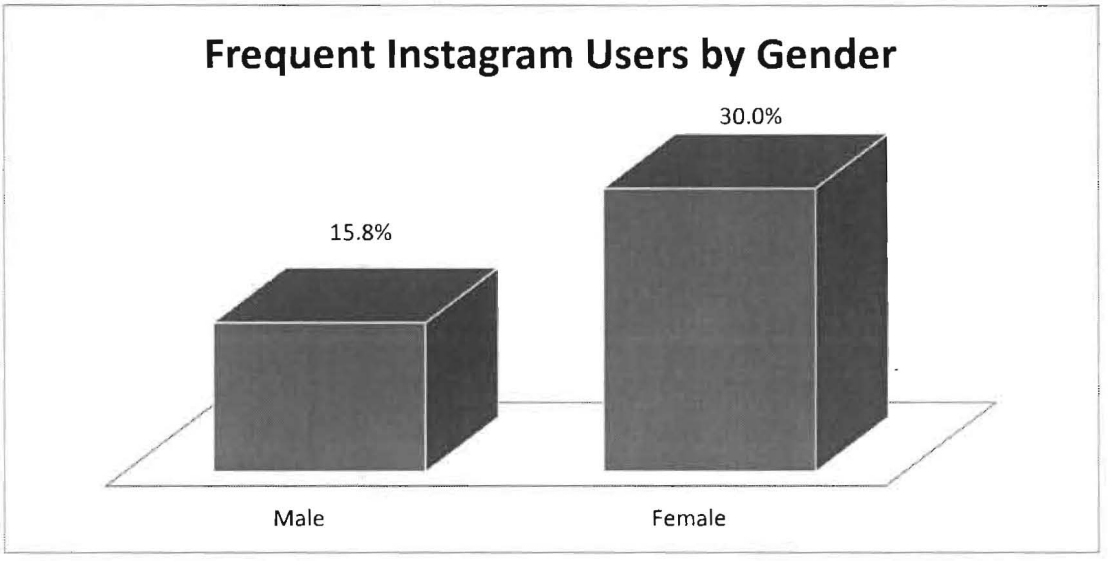
Chart 10: Frequent Twitter Use by Age



There is no statistically significant relationship between gender and frequent use of Twitter. However, there is a relationship between age and frequent Twitter use with Generation Z and Generation Y being the most frequent users of Twitter. (See Table B4.6 and Table B4.7 in Appendix B).

Instagram.

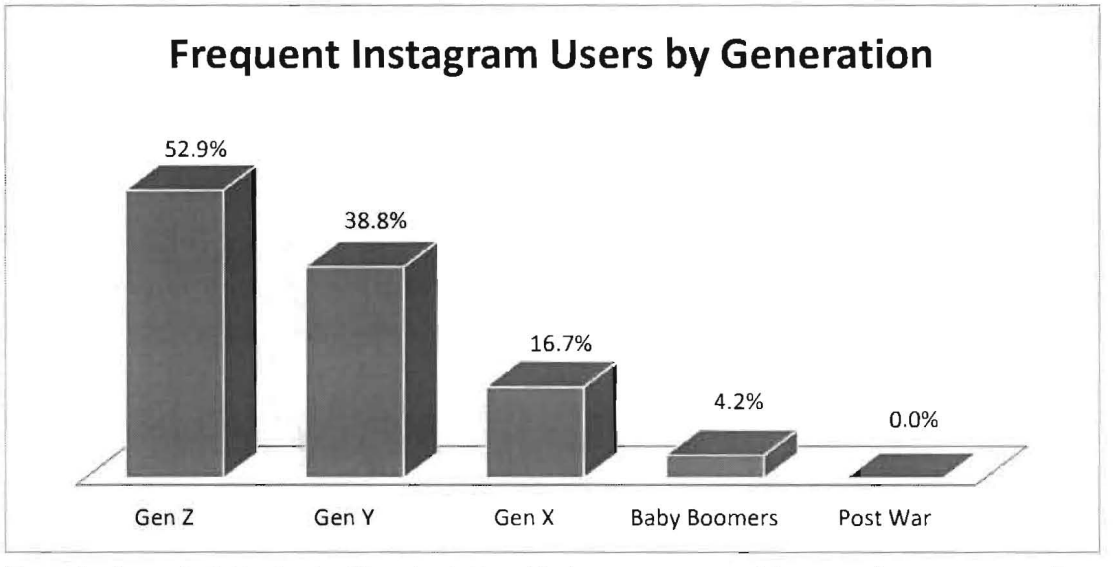
Chart 11: Frequent Instagram Users by Gender



There is a statistically significant relationship between gender and frequent use of Instagram. 30% of females reported being frequent users of Instagram as opposed to 15.8% of male users.

(See Table B4.8 and Table B4.9 in Appendix B).

Chart 12: Frequent Instagram Users by Age

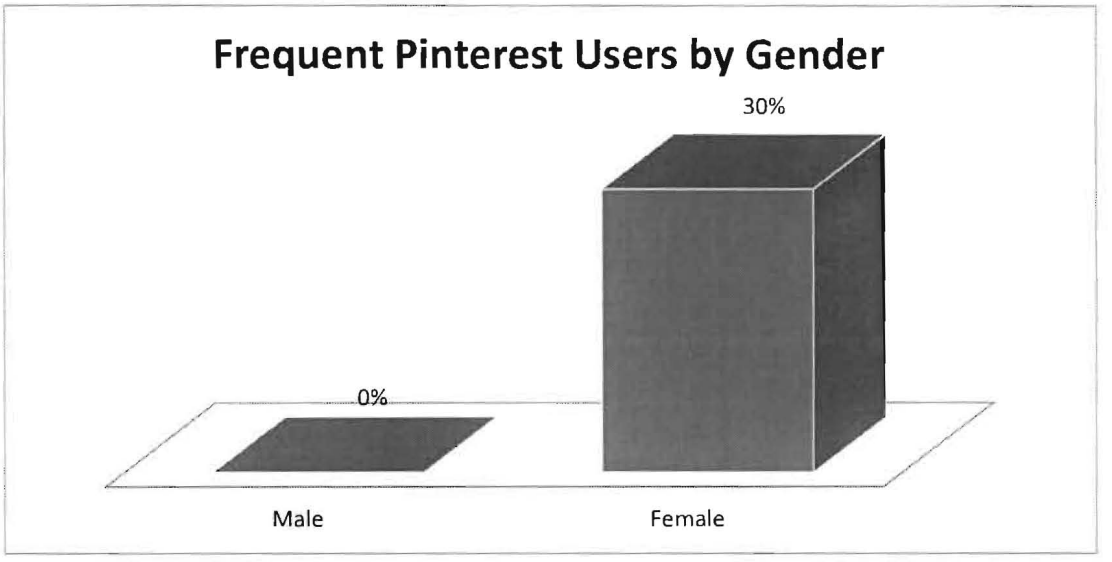


There is also a statistically significant relationship between age and frequent Instagram use. Generation Z and Generation Y have the highest proportions of Instagram use. Generation X is a little lower and Baby Boomers and Post-War Generation have virtually no representation on Instagram.

(See Table B4.10 and Table B4.11 in Appendix B).

Pinterest.

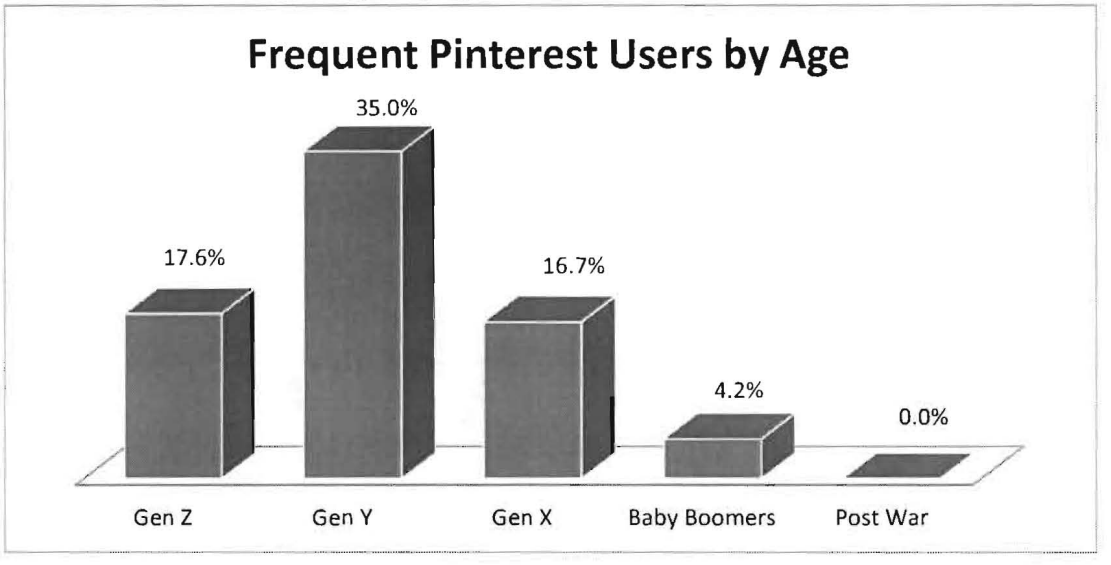
Chart 13: Pinterest Users by Gender



There is a statistically significant relationship between gender and frequent Pinterest use. Females have a higher proportion that reports themselves as frequent users at 30% compared to 0% of the males.

(See Table B4.12 and Table B4.13).

Chart 14: Frequent Pinterest Users by Age

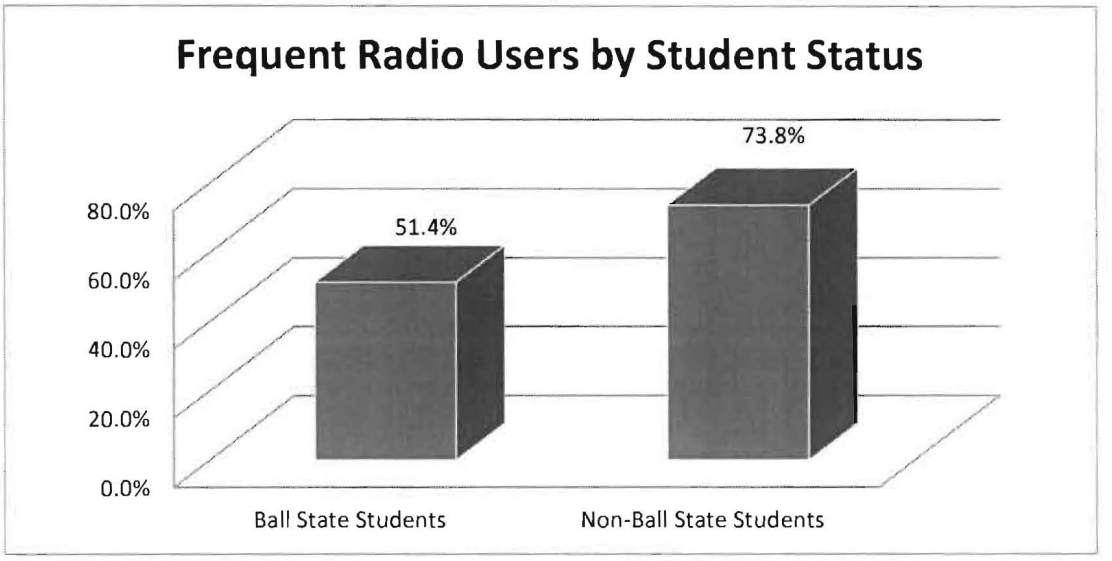


There is a statistically significant relationship between age and frequent Pinterest users. The most frequent Pinterest users are members of Generation Y. Generation Z and Generation X are slightly lower than would be expected statistically. Baby Boomers and Post-War Generation have very few frequent Pinterest users.

(See Table B4.14 and Table B4.15 in Appendix B).

Radio.

Chart 15: Frequent Radio Users by Student Status

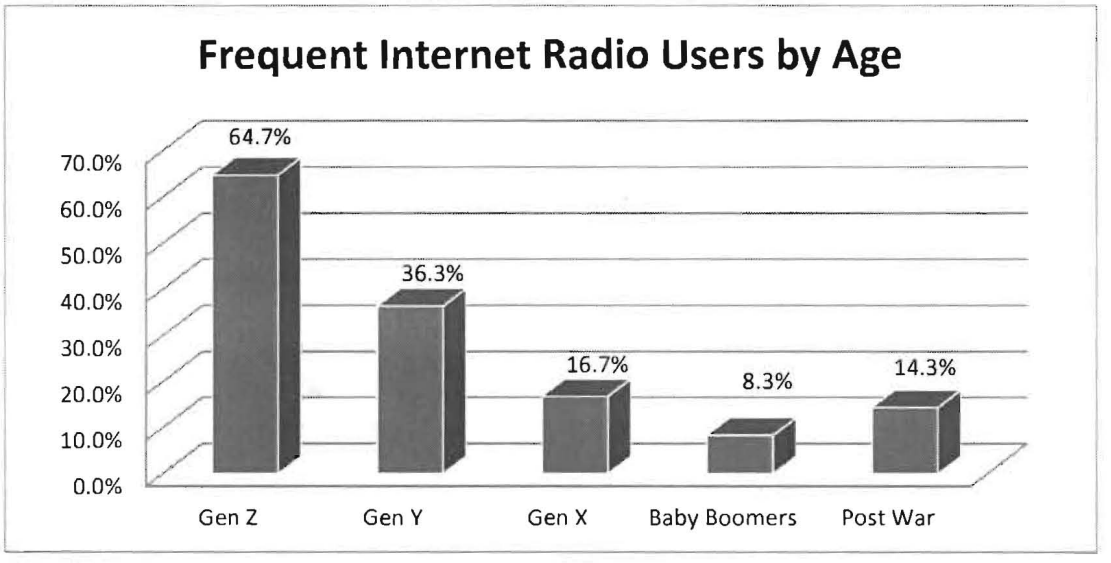


There are no statistically significant relationships between gender or age and frequent radio use. However, there is a statistically significant relationship between student status and frequent radio use. Non-Ball State students are more frequent radio users.

(See Table B4.16 and Table B4.17 in Appendix B).

Internet Radio.

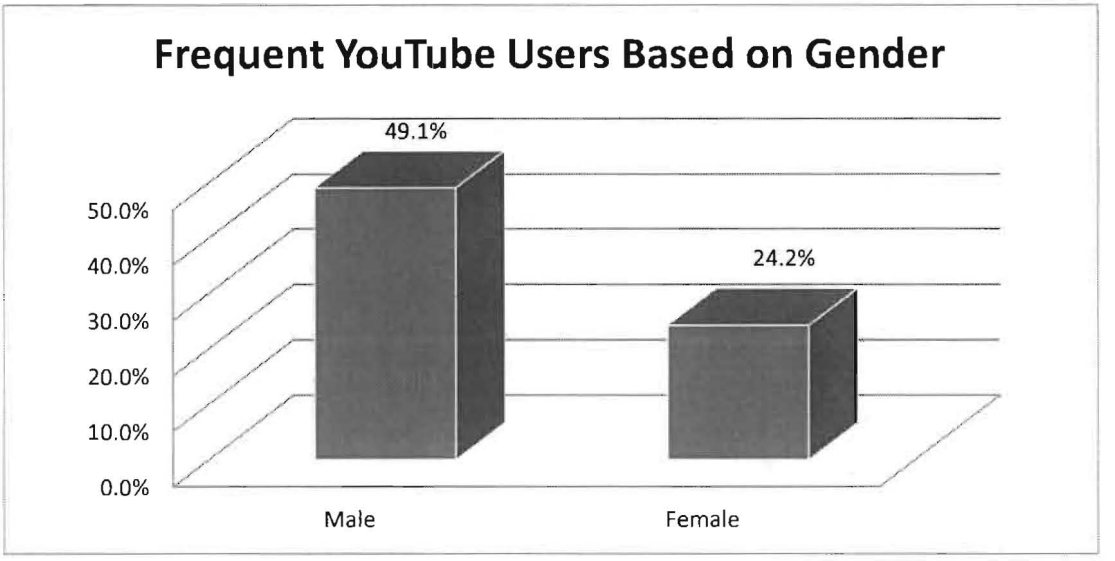
Chart 16: Frequent Internet Radio Users by Age



There is no statistically significant relationship between gender and frequent internet radio use. There is, however, a statistically significant relationship between age and frequent internet radio use. Generation Z and Generation Y are the heaviest users of internet radio. (See Table B4.18 and Table B4.19 in Appendix B).

YouTube.

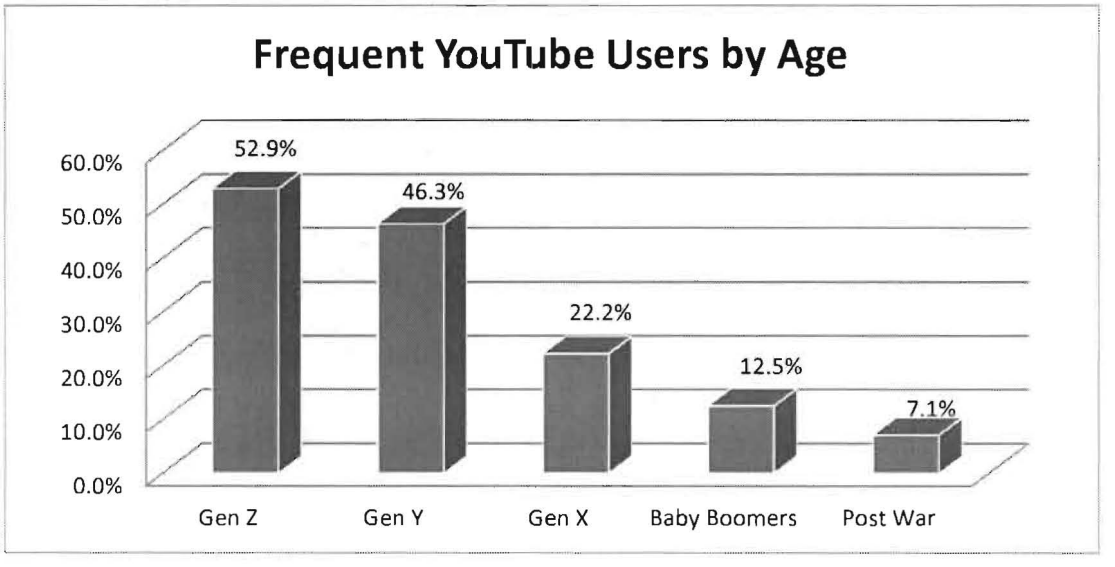
Chart 17: Frequent YouTube Users by Gender



There is a statistically significant relationship between gender and frequent YouTube use. Male participants are more frequent users of YouTube than female participants.

(See Table B4.20 and Table B4.21 in Appendix B).

Chart 18: Frequent YouTube Users by Age



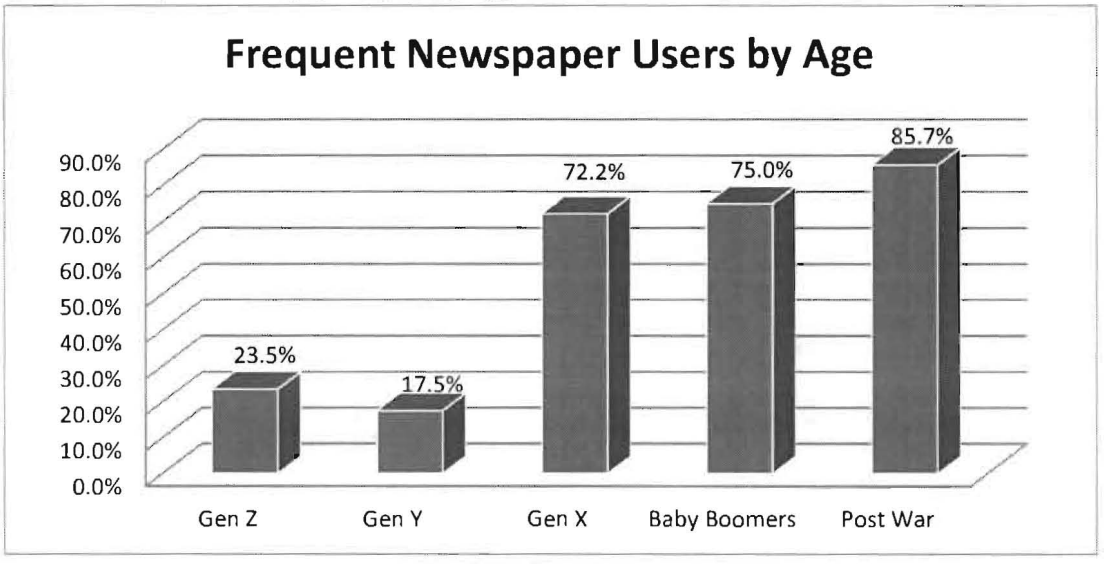
There is a statistically significant relationship between age and frequent YouTube users. Generation Z and Generation Y are the most frequent users of YouTube.

(See Table B4.22 and Table B4.23 in Appendix B).

Newspaper.

There is no statistically significant relationship between gender and frequent newspaper use.

Chart 19: Frequent Newspaper Users by Age



There is, however, a statistically significant relationship between age and frequent newspaper use. Generation X, Baby Boomers, and members of the Post-War Generation are the most frequent newspaper users.

(See Table B4.24 and Table B4.25 in Appendix B).

Community Events and Businesses.

Participants were asked to rate how frequently they attended various community events and patronized various local businesses and organizations. The percentages of total participants who reported attending or patronizing these events or businesses frequently are displayed below:

Chart 20: Reported Frequent Attendance

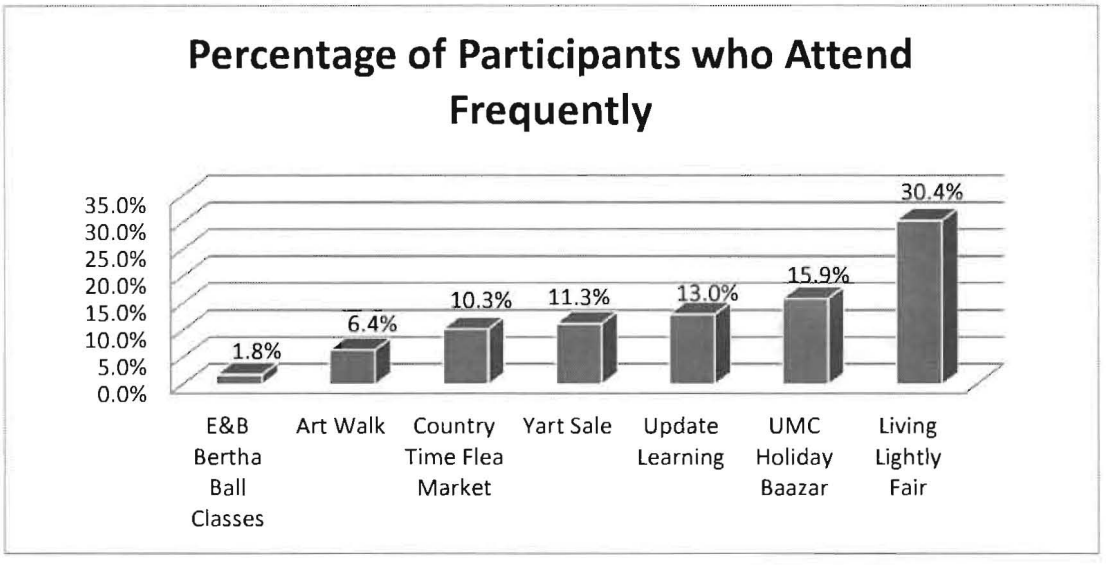
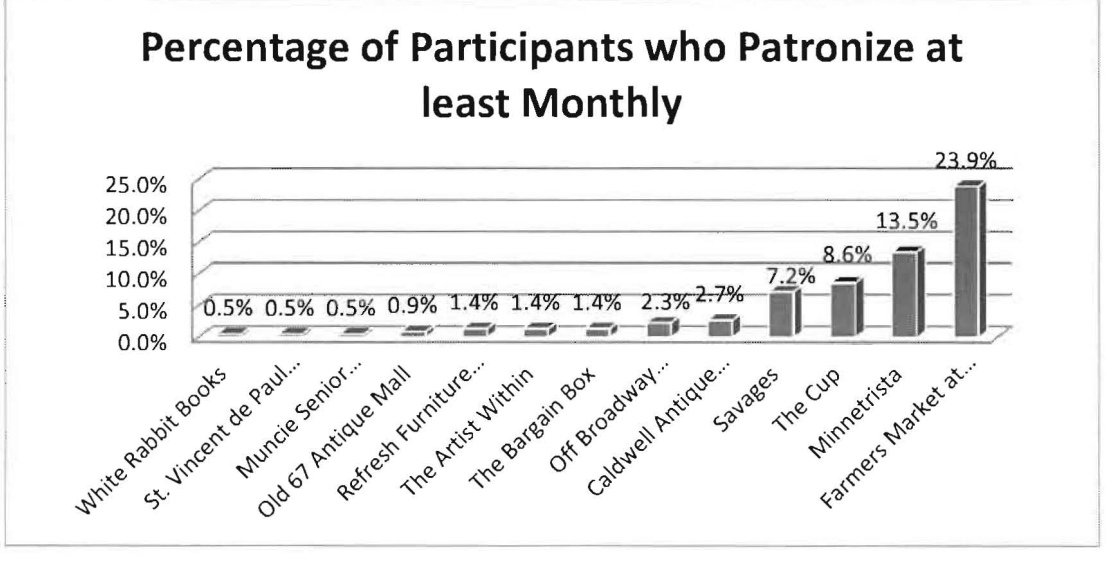


Chart 21: Reported Frequent Patronage

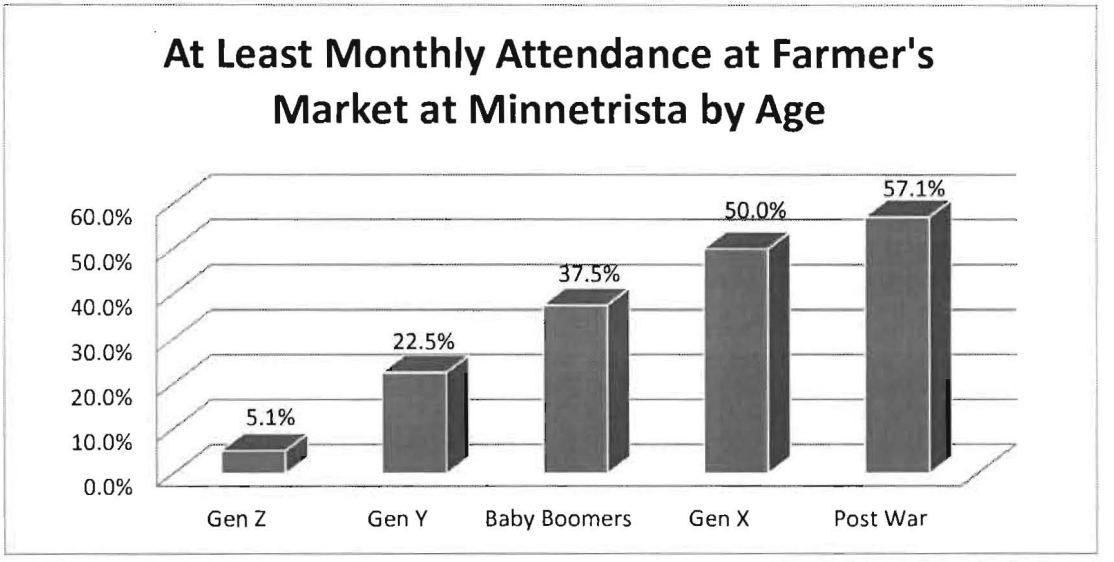


The Three most frequently attended and patronized events and businesses as reported by participants were the Living Lightly Fair, the Farmer's Market at Minnetrista, and the UMC Holiday Bazaar. Other frequented locations included Minnetrista (13.5% of participants), Update Learning (13% of participants), the Yart Sale (11.3% of participants), Country Time Flea Market (10.3% of participants), and The Cup (8.6%).

Only the community events and businesses listed below have statistically significant relationships between a given demographic and frequency of attendance or patronage.

Farmers Market at Minnetrista.

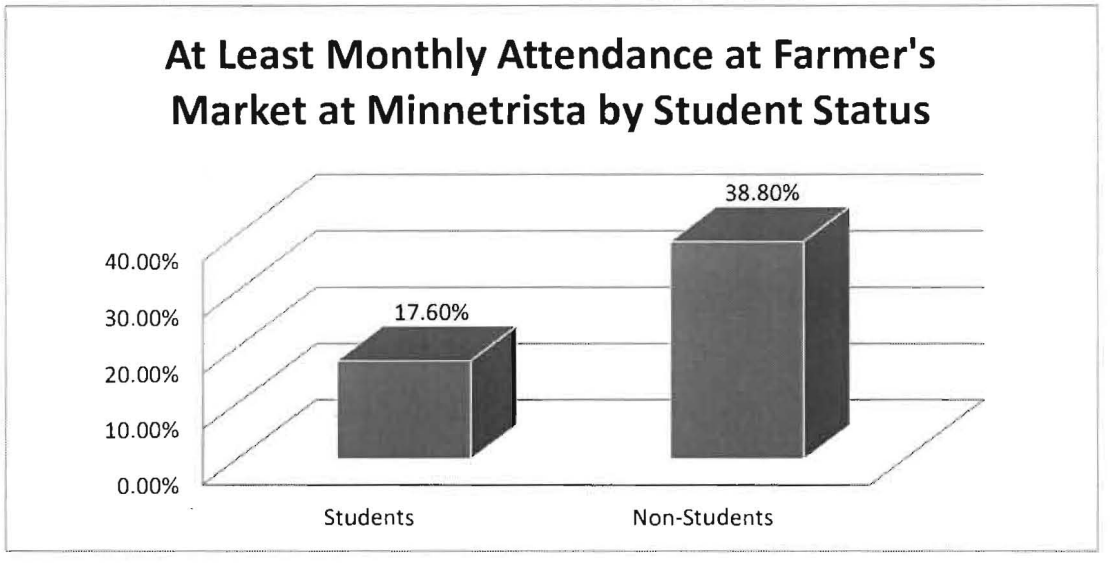
Chart 22: Frequent Attendance at Farmer's Market by Age



There is a statistically significant relationship between age and frequent patronage of the farmer's market at Minnetrista. Members of the Post-War Generation and Generation X go the farmer's market most frequently. Baby Boomers also have a higher than expected frequency.

(See Table B4.26 and Table B4.27 in Appendix B).

Chart 23: Frequent Attendance at Farmer's Market by Student Status



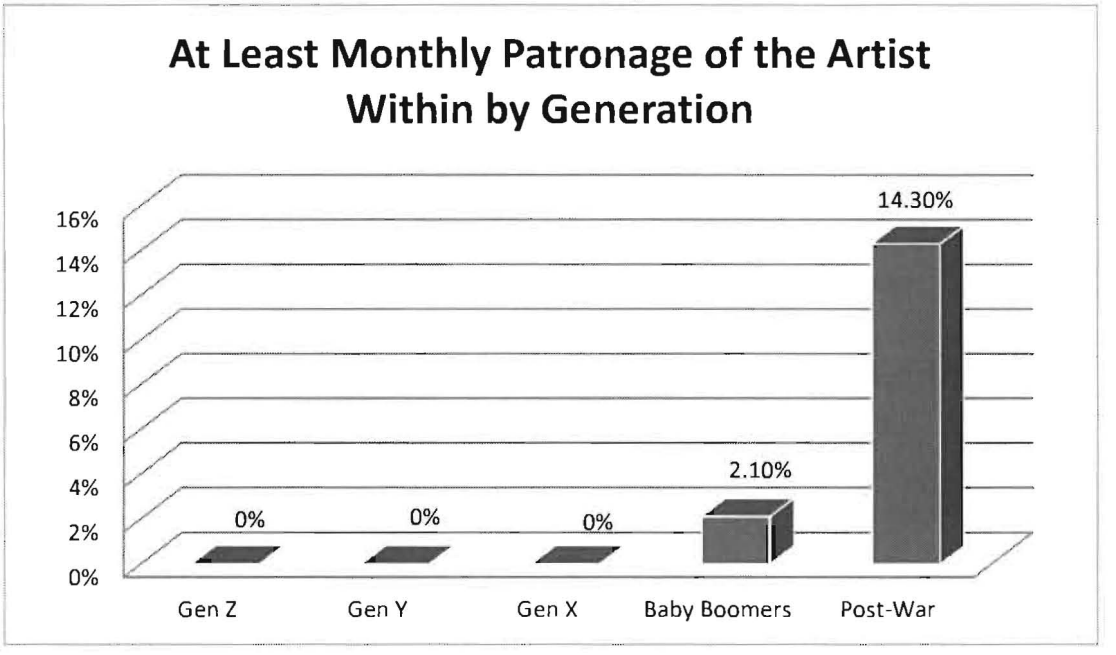
The relationship between student status and frequent patronage of the farmer's market mirrors the relationship between age and patronage. Non-students, who are likely to be older than students, are more frequent patrons of the market.

(See Table B4.28 and Table B4.29 in Appendix B).

The Artist Within, the Bargain Box, and St. Vincent de Paul Society Thrift Store.

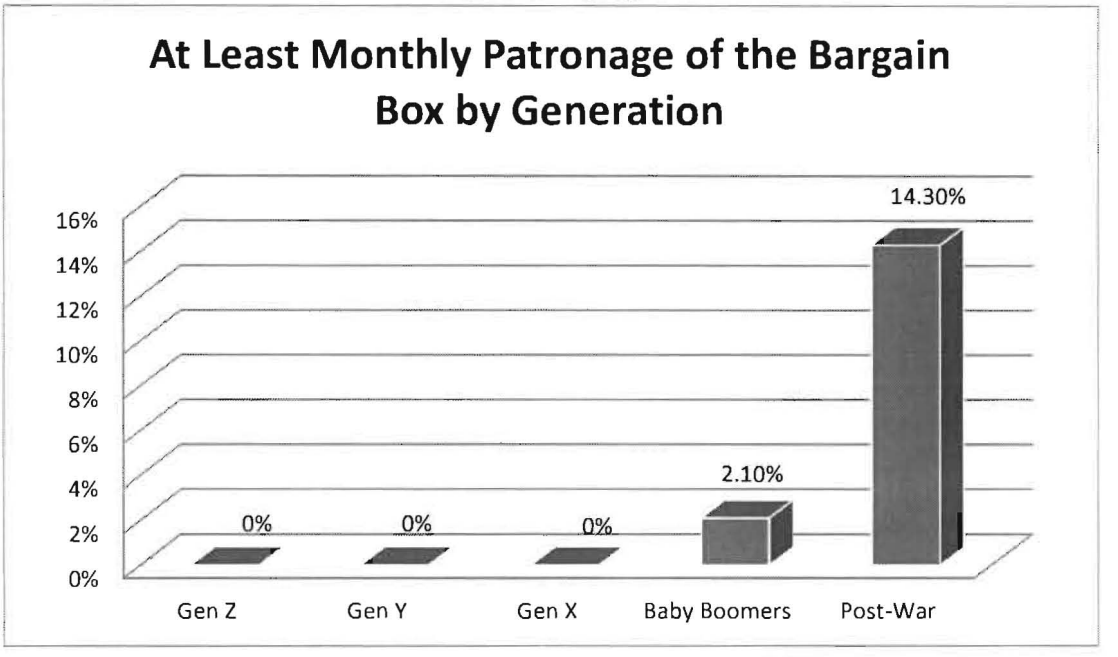
There is a statistically significant relationship between age and at least monthly patronage of The Artist Within, The Bargain Box, and St. Vincent de Paul Society Thrift Store. In each case, the Post-War Generation is the cohort with the highest frequency of patronage. For each business, the other age groups have zero or very low percentages of frequent patrons.

Chart 24: Frequent Patronage of the Artist Within by Age



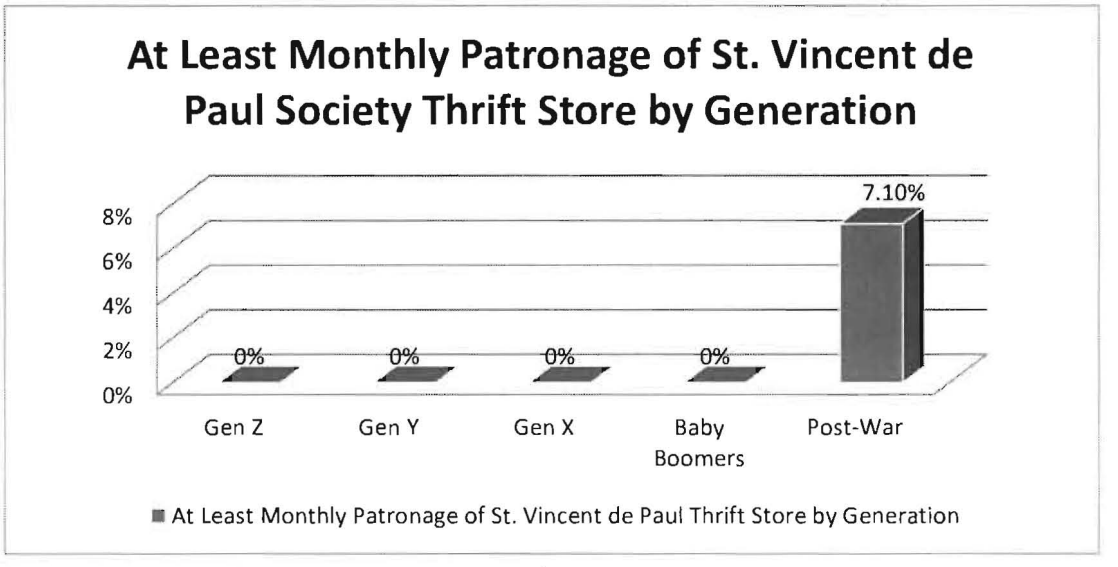
(See Table B4.30 and Table B4.31).

Chart 25: Frequent Patronage of the Bargain Box by Age



(See Table B4.32 and Table B4.33 in Appendix B).

Chart 26: Frequent Patronage of St. Vincent de Paul Society Thrift Store by Age



(See Table B4.34 and Table B4.35 in Appendix B).

Conclusions:

The most frequently used forms of media were Facebook (72.6% of participants reported frequent use), radio (64.8% were frequent users), and newspaper (44.7% were frequent users). The most frequented community organizations and events were the Living Lightly Fair (30.4% of participants reported frequent patronage), the Farmer's Market at Minnetrista (23.9% of participants reported frequent patronage) and the UMC Holiday Bazaar (15.9% of participants reported frequent patronage).

Problem 5: The Lindalein Project Story

As previously mentioned, cause-related marketing activities will be more effective if there is a higher level of perceived fit between the sponsoring company and the cause that the marketing supports (Pracejus & Olsen, 2004). Morrison Woods is a health campus with services ranging from assisted living to memory care services. Furthermore, part of the proceeds for the Lindalein Project benefits the Alzheimer's Association. Furthermore, for some of the residents, the craft and jewelry production process is, in a sense therapeutic. For these reasons, customers could potentially perceive a greater fit between Morrison woods and the Lindalein Project if the marketing strategy were to focus on recruiting only senior citizens and residents of Morrison Woods as volunteers to make the crafts and jewelry.

In order to test this hypothesis, Richins' (1997) consumption emotions set (CES) marketing scale was used to determine the participant's emotional reaction to the Lindalein Project story that he or she was shown. Richins' scale is intended to measure the "valenced affective reaction to perceptions of situations." Participants rated the degree to which they experienced several emotional states (on a four point scale from "Not at All" to "Strongly"). These emotional states belonged in various clusters, or subscales. The average for each cluster was averaged, and these averages were used. For the purposes of this project, the following emotional clusters were used: excitement, shame, sadness, peacefulness, love, contentment, optimism, joy, and other items, which included the affective responses of "guilty," "proud," "eager," and "relieved."

In order to determine if one story is more effective than the other, a regression was run to determine which, if any, of the affective clusters contribute to purchase intent (See Table B5.1 and Table B5.2 in Appendix B). The variables were also tested for multicollinearity using the variance inflation factor (VIF), and it was determined that multicollinearity was not an issue, and thus a regression could be analyzed. Two affective clusters were significant: love ($p=.001$) and other items ($p=.005$). In other words, to influence purchase intent using marketing communications and stories, Morrison Woods should attempt to incite affective responses matching the affective descriptors in the "love" and "other items" clusters. These clusters include feeling "loving," "sentimental," "warm hearted," "guilty," "proud," "eager," and "relieved."

After determining which affective responses were predictive of purchase intent, difference analysis was used to determine if there was a difference in affective responses among participants in these two clusters based on the Lindalein Project story that they were shown. Independent Samples t-Tests showed that there was no statistically significant difference in the affective response for the "Love" subscale or the "Other" subscale between participants who saw the Community Volunteers story and those who saw the Senior Citizens story.

Furthermore, it was found using an independent samples t-Test that there was no statistically significant difference in average product purchase intent between those who were told that community volunteers made the crafts and jewelry and those who were told that senior citizens and Morrison Woods residents made them. From these results, it is clear that, while it is important to describe the Lindalein story, there is no advantage to highlighting who makes the Lindalein products.

Problem 6: Reading Material

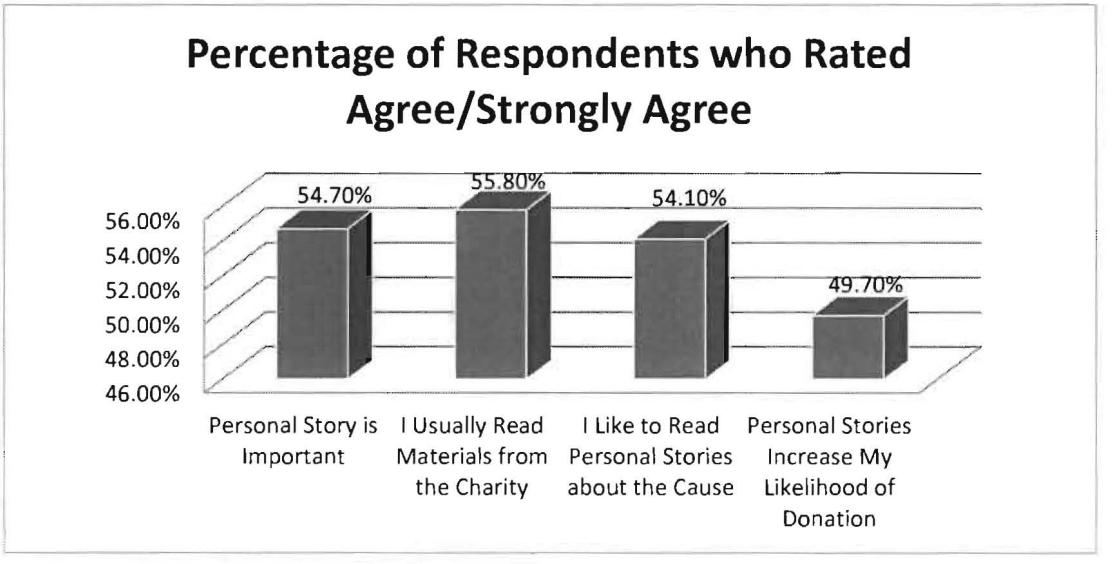
When asked the question "if you were considering donating to a cause, please rate the level of importance you would place on hearing a personal story that explains the reason behind the charitable cause," participants' mean rating was "Somewhat Important." By running an independent samples t-Test, it was discovered that females placed a statistically significantly higher importance on hearing such a story than males did. This is important to note, since females are part of the target market for the products.

(See Table B6.1 and Table B6.2 in Appendix B).

Participants also stated that they "Somewhat agree" that they usually read materials from charities to which they've donated, that they like to read personal stories related to the cause to which they donated, and that they are more likely to donate to a non-profit organization if the organization tells a personal story that puts a 'face' to the cause.

Further analysis shows that the following percentages of participants chose one of the top two levels of importance or agreement. These participants account for approximately half of participants.

Chart 27: Importance of Personal Stories to Donation Behavior



Based on these results, it may be beneficial to distribute leaflets or marketing materials explaining the story behind the Lindalein Project with the sale of Lindalein products.

(See Table B6.3 – Table B6.7 in Appendix B).

Limitations

Because this data was collected from a convenience sample, the data is not representative of the population of Muncie and its neighboring towns. While this data technically cannot dogmatically be applied to the Muncie population, it is believed to be relatively representative of the marketplace. Furthermore, a select group of Lindalein Project products were chosen to represent the various types of crafts and jewelry that Morrison Woods sells. These pieces were chosen to be symbolic of various types of crafts and jewelry, and the conclusions contained in this report assume that the consumer response toward another similar piece produced in the future would mimic the consumer response toward the original piece off of which the new piece is modeled. However, this is only an assumption. Therefore, all generalizations drawn from this research should be used with caution.

As only 177 surveys were completed, the response goal of 200 was not met. This may affect the accuracy of the sample statistics reported, particularly for the small demographic groups. Specifically, the age cohorts were not distributed evenly, and only eight high school students or GED holders were represented in the survey. This small number could produce a type two error in which a trend or difference may exist in this age group, but the data was not sufficient to show the trend or difference.

Another limitation of the data is that the order in which participants saw the various pieces of crafts and jewelry when rating their affinity toward those products and likelihood to purchase is unknown. Not knowing the order in which the products were seen potentially skews the results of the data since perceptions of the crafts and jewelry and the purchase intent could have been influenced by the order in which the pieces were shown.

Conclusions / Recommendations

Target Market

The primary target market for the Lindalein Project is females ages 18-49 (Generation Z, Generation Y, and Generation X). The secondary target market is made up of females ages 69-86 (Post-War Generation).

Overall, purchase intent is highest for the pins, especially the butterfly pin, flower pin, and button pin. Future pins will be more likely to sell if they are more similar to these pins, especially the butterfly and flower pin, than to the moon pin. Though the butterfly pin was well-received among all demographic groups, students were more likely to purchase it. Therefore, students may be an especially good target for pieces similar to the butterfly pin.

The earrings had medium purchase intent relative to the other pieces. However, they can be sold at a higher price, so if they sell, they would be able to bring in relatively more donations per set of earrings.

The crafts had the lowest purchase intent relative to the other products. Future products should not be modeled after these pieces. If similar crafts are created, they should be modeled after the quality and design of the beach craft. If pieces similar in design and quality to the beach craft are created, assuming they are sold at the lower price, students would be the most likely group to purchase them.

Pricing

Since there was a significantly lower purchase intent for the butterfly pin, button pin, and moon pin for members of the target market when the price of these items was raised, these pieces should be sold at the lower price of $1 instead of $5. It may be simplest and the most intuitive to price all pins at $1.

Since none of the other pieces had a statistically significantly lower purchase intent when the price was raised, participants do not appear to be price sensitive in regards to these products. As a result, donations can be maximized by increasing the price of the earrings, shell craft, rainbow craft, and beach craft to the higher prices of $25, $10, $10, and $20, respectively. It may also be noted that the shell craft actually had higher purchase intent among members of the Post-War Generation at the higher price.

Media Use

Participants reported Facebook as the most frequently used medium among both social and traditional media. Of participants, 72.6% claimed that they were frequent users, and 63.1% of participants reported daily use. This is also one of the most commonly used social media outlets for businesses and non-profit organizations. It is relatively simple to set up business pages, event invitations, and even paid advertisements. For this reason, if Morrison Woods would like to promote the Lindalein Project, Facebook would be the most highly recommended social medium.

Since 64.5% of those who reported using Facebook to some extent said that they have attended an event they learned about on Facebook, 44.1% reported having gone to a certain business or restaurant

after hearing about it on Facebook, and 29.6% have donated to a cause or charity they learned about on Facebook, all of these activities would be good uses of this medium. Morrison Woods could use Facebook as a means of spreading invites to community events at which Lindalein Project products will be sold. If any relationships are formed with local businesses or restaurants, Morrison Woods could use paid advertising to invite customers to patronize the business and donate to the cause. Finally, paid advertisements or simple Facebook page status updates could be used to spread awareness of local events at which Lindalein Project products will be sold as well as to spread awareness of the cause and provide other information about how to donate.

The next most frequently used medium is radio, with 64.8% of participants citing frequent use. This medium reaches more Non-Ball State Students and could be a good option for spreading awareness about the cause and about local events.

Finally, the newspaper is frequently used by 44.7% of participants. This medium reaches mostly Generation X (part of the primary target market), members of the Post-War Generation (part of the secondary target market), and the Baby Boomers (not part of the target market).

It should be noted that the cost of radio and newspaper advertising must be weighed against their effectiveness. For the purposes of the Lindalein Project, when pursuing radio or newspaper, it would be most beneficial to receive free publicity to tell the story of the Lindalein Project rather than taking out ads specifically for the project.

Community Events and Businesses

While looking for businesses and local events to partner with in order to sell and promote the Lindalein Project, Morrison Woods should first try to set up a relationship with the Living Lightly Fair, the Farmer's Market at Minnetrista, and/or the UMC Holiday Bazaar. These were the places and events reported as the highest frequented by participants.

Other places that Morrison Woods should consider include Minnetrista, the Yart Sale, Country Time Flea Market, and The Cup. Since the Yart Sale is an art sale event, this would be a good match for the Lindalein Project. The Cup also features and sells local art and may be a good business with which to try to build a relationship.

Finally, though there is no data supporting this idea, a potential opportunity exists in elementary school holiday sales (i.e. "Secret Santa Shop"). These Christmas and holiday sales give elementary students the opportunity to purchase inexpensive gifts that they themselves choose for their family. Morrison Woods could attempt to build a relationship with a local elementary school and see if the school might purchase Lindalein Project products to sell at such a student holiday sale.

Lindalein Project Story

Since there is no statistically significant difference in purchase intent based on whether potential customers are told that only senior citizens and residents of Morrison Woods make the crafts or told that community volunteers make them, Morrison Woods should continue recruiting any and all

community volunteers willing to help create the Lindalein Project products. Morrison Woods does not need to differentiate between the types of volunteers that will be creating the products.

Any communications or cause-related stories that Morrison Woods uses to promote the project should attempt to incite feelings of love, sentiment, warm-heartedness, guilt, pride, eagerness, and relief in order to increase purchase intent.

Branded Leaflet Describing the Cause

Because the purpose of cause-related marketing activities is to increase sales, brand awareness, positive brand image, and other brand-related perceptions, it is important to optimize the brand exposure that occurs as a result of the Lindalein Project. With this in mind, and because nearly half of participants find reading materials and personal stories connected to the causes to which they donate to be important, it is recommended that Morrison Woods produce a simple leaflet or handout that can be given to customers along with the Lindalein product. This simple leaflet should display the Morrison Woods logo to increase brand exposure and also include a basic description of the project and cause. The following is a sample of the text that could be displayed on the leaflet or handout, depending on the space available:

The piece you just purchased is part of the Lindalein Project and was made by a resident of Morrison Woods or another volunteer in your community. The Lindalein Project honors the memory of one of our former residents named Linda who passed away from early onset Alzheimer's disease. When Linda was diagnosed with this disease at the age of 59, we at Morrison Woods knew we wanted to honor her by "paying it forward," and thus was born the "Lindalein Project" which combines Linda's name with the German suffix "-lein," meaning "special."

All proceeds from your purchase benefit Second Harvest Food Bank and the Alzheimer's Association in memory of Linda. Thank you for making a difference in the lives of others by supporting these great charities!

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Appendices

Appendix A: Participant Demographics

Table A1: Frequency of Time Spent in Muncie

How often were you in Muncie during the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	6	2.5	2.6	2.6
	Once a month	4	1.7	1.8	4.4
	Once per week	3	1.3	1.3	5.7
	1-3 times per year	9	3.8	3.9	9.6
	4-6 times per year	4	1.7	1.8	11.4
	More than once per week	202	85.2	88.6	100.0
	Total	228	96.2	100.0	
Missing	System	9	3.8		
Total		237	100.0		

Table A2: Residency

Please select your city or town of residence? (If you live in Muncie during the school year, plea...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muncie	174	73.4	78.4	78.4
	Anderson	3	1.3	1.4	79.7
	Indianapolis	3	1.3	1.4	81.1
	New Castle	2	.8	.9	82.0
	Portland	1	.4	.5	82.4
	Other (please specify)	39	16.5	17.6	100.0
	Total	222	93.7	100.0	
Missing	System	15	6.3		
Total		237	100.0		

Table A3: Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White non-Hispanic	165	74.3	93.2	93.2
	Black non-Hispanic	2	.9	1.1	94.4
	African American	1	.5	.6	94.9
	Asian/Pacific Islander/Indian subcontinent	2	.9	1.1	96.0
	Other (Please specify)	4	1.8	2.3	98.3
	Hispanic/Latino	3	1.4	1.7	100.0
	Total	177	79.7	100.0	
Missing	System	45	20.3		
Total		222	100.0		

Table A4: Frequency of Attendance of Religious Services

Please rate how often you attend organized religious services on average.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	35	15.8	19.8	19.8
	Less than Once a Month	27	12.2	15.3	35.0
	Once a Month	10	4.5	5.6	40.7
	2-3 Times a Month	15	6.8	8.5	49.2
	Once a Week	55	24.8	31.1	80.2
	2-3 Times a Week	35	15.8	19.8	100.0
	Total	177	79.7	100.0	
Missing	System	45	20.3		
Total		222	100.0		

Appendix B: Charts and Tables of Results

Problem 1: Demographics of those likely to support the Lindalein Project.

Table B1.1: Likely to Donate to Both

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.754[a]	4	.068
Likelihood Ratio	8.005	4	.091
Linear-by-Linear Association	.493	1	.482
N of Valid Cases	176		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.86.

Table B1.2: Likely to Donate to Both

Crosstab

			Likely to donate to Both		
			1 or Fewer	Both	Total
Age (Binned)	Gen Z (18-19)	Count	10	7	17
		% within Likely to donate to Both	7.1%	19.4%	9.7%
	Gen Y (20-37)	Count	65	14	79
		% within Likely to donate to Both	46.4%	38.9%	44.9%
	Gen X (38-49)	Count	14	4	18
		% within Likely to donate to Both	10.0%	11.1%	10.2%
	Baby Boomers (50-68)	Count	42	6	48
		% within Likely to donate to Both	30.0%	16.7%	27.3%
	Post-War (69-86)	Count	9	5	14
		% within Likely to donate to Both	6.4%	13.9%	8.0%
Total		Count	140	36	176
		% within Likely to donate to Both	100.0%	100.0%	100.0%

Table B1.3: Mean Global Purchase Intent of Products

Estimates

Dependent Variable: Purchase_Intent

Product_Type	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Earrings	3.374	.396	2.597	4.151
Flower Button	4.486	.333	3.833	5.140
Button Pin	4.241	.291	3.669	4.812
Moon Pin	3.710	.364	2.995	4.425
Butterfly Pin	4.535	.302	3.942	5.129
Shell Craft	3.342	.246	2.859	3.825
Rainbow Craft	3.747	.284	3.190	4.304
Beach Craft	3.841	.211	3.427	4.256

Table B1.4: Differences in Global Purchase Intent of Products

Pairwise Comparisons

Dependent Variable: Purchase_Intent

(I) Product_Type	(J) Product_Type	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
	Shell Craft	1.144*	.414	.006	.332	1.957
	Rainbow Craft	.739	.437	.091	-.119	1.598
	Beach Craft	.645	.394	.102	-.129	1.418
Button Pin	Earrings	.867	.491	.078	-.097	1.831
	Flower Button	-.245	.442	.579	-1.113	.623
	Moon Pin	.531	.466	.255	-.384	1.446
	Butterfly Pin	-.295	.419	.483	-1.118	.529
	Shell Craft	.899*	.381	.019	.151	1.647
	Rainbow Craft	.494	.406	.224	-.304	1.292
	Beach Craft	.399	.359	.267	-.306	1.105
Moon Pin	Earrings	.336	.538	.532	-.720	1.391
	Flower Button	-.776	.493	.116	-1.745	.192
	Button Pin	-.531	.466	.255	-1.446	.384
	Butterfly Pin	-.826	.473	.081	-1.755	.103
	Shell Craft	.368	.439	.403	-.495	1.230
	Rainbow Craft	-.037	.461	.936	-.943	.869
	Beach Craft	-.132	.421	.754	-.958	.695
Butterfly Pin	Earrings	1.162*	.498	.020	.184	2.139
	Flower Button	.049	.449	.913	-.833	.932
	Button Pin	.295	.419	.483	-.529	1.118
	Moon Pin	.826	.473	.081	-.103	1.755
	Shell Craft	1.193*	.390	.002	.428	1.959
	Rainbow Craft	.789	.414	.057	-.025	1.603
	Beach Craft	.694	.369	.060	-.030	1.418

Table B1.4 (Continued): Differences in Global Purchase Intent of Products

Pairwise Comparisons

Dependent Variable: Purchase_Intent

(I) Product_Type	(J) Product_Type	Mean Difference (I–J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Earrings	Flower Button	-1.112*	.517	.032	-2.127	-.097
	Button Pin	-.867	.491	.078	-1.831	.097
	Moon Pin	-.336	.538	.532	-1.391	.720
	Butterfly Pin	-1.162*	.498	.020	-2.139	-.184
	Shell Craft	.032	.466	.945	-.883	.947
	Rainbow Craft	-.373	.487	.444	-1.329	.583
	Beach Craft	-.467	.448	.297	-1.348	.413
Flower Button	Earrings	1.112*	.517	.032	.097	2.127
	Button Pin	.245	.442	.579	-.623	1.113
	Moon Pin	.776	.493	.116	-.192	1.745
	Butterfly Pin	-.049	.449	.913	-.932	.833

Table B1.4 (Continued): Differences in Global Purchase Intent of Products

Pairwise Comparisons

Dependent Variable: Purchase_Intent

(I) Product_Type	(J) Product_Type	Mean Difference (I–J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Shell Craft	Earrings	-.032	.466	.945	-.947	.883
	Flower Button	-1.144*	.414	.006	-1.957	-.332
	Button Pin	-.899*	.381	.019	-1.647	-.151
	Moon Pin	-.368	.439	.403	-1.230	.495
	Butterfly Pin	-1.193*	.390	.002	-1.959	-.428
	Rainbow Craft	-.405	.375	.281	-1.142	.332
	Beach Craft	-.499	.324	.124	-1.136	.137
Rainbow Craft	Earrings	.373	.487	.444	-.583	1.329
	Flower Button	-.739	.437	.091	-1.598	.119
	Button Pin	-.494	.406	.224	-1.292	.304
	Moon Pin	.037	.461	.936	-.869	.943
	Butterfly Pin	-.789	.414	.057	-1.603	.025
	Shell Craft	.405	.375	.281	-.332	1.142
	Beach Craft	-.095	.353	.789	-.789	.599
Beach Craft	Earrings	.467	.448	.297	-.413	1.348
	Flower Button	-.645	.394	.102	-1.418	.129
	Button Pin	-.399	.359	.267	-1.105	.306
	Moon Pin	.132	.421	.754	-.695	.958
	Butterfly Pin	-.694	.369	.060	-1.418	.030
	Shell Craft	.499	.324	.124	-.137	1.136
	Rainbow Craft	.095	.353	.789	-.599	.789

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table B1.5: Purchase Intent Based on Product Type and Price Category

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Price_Category	(I) Product_Type	(J) Product_Type	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
						Lower Bound	Upper Bound
low price	Earrings	Flower Button	-.917*	.460	.047	-1.821	-.013
		Butterfly Pin	-1.011*	.455	.027	-1.905	-.118
		Beach Craft	-.144	.413	.728	-.955	.667
	Flower Button	Earrings	.917*	.460	.047	.013	1.821
		Shell Craft	1.594*	.394	.000	.820	2.367
		Rainbow Craft	.970*	.393	.014	.198	1.742
		Beach Craft	.773	.395	.051	-.003	1.549
	Button Pin	Earrings	.865	.455	.058	-.028	1.759
		Shell Craft	1.542*	.388	.000	.780	2.303
		Rainbow Craft	.918*	.387	.018	.158	1.678
		Beach Craft	.721	.389	.064	-.043	1.485
	Moon Pin	Earrings	.397	.446	.373	-.478	1.273
		Shell Craft	1.074*	.377	.005	.334	1.814
		Beach Craft	.253	.378	.503	-.489	.996
	Butterfly Pin	Earrings	1.011*	.455	.027	.118	1.905
		Shell Craft	1.688*	.388	.000	.926	2.450
		Rainbow Craft	1.064*	.387	.006	.305	1.824
		Beach Craft	.867*	.389	.026	.104	1.631
	Shell Craft	Earrings	-.676	.412	.101	-1.486	.133
		Flower Button	-1.594*	.394	.000	-2.367	-.820
		Button Pin	-1.542*	.388	.000	-2.303	-.780
		Moon Pin	-1.074*	.377	.005	-1.814	-.334
		Butterfly Pin	-1.688*	.388	.000	-2.450	-.926
		Beach Craft	-.820*	.338	.015	-1.484	-.157
	Rainbow Craft	Earrings	-.053	.411	.898	-.860	.754
		Flower Button	-.970*	.393	.014	-1.742	-.198
		Button Pin	-.918*	.387	.018	-1.678	-.158
		Butterfly Pin	-1.064*	.387	.006	-1.824	-.305
		Beach Craft	-.197	.337	.559	-.858	.464

	Beach Craft	Earrings	.144	.413	.728	-.667	.955
		Flower Button	-.773	.395	.051	-1.549	.003
		Butterfly Pin	-.867*	.389	.026	-1.631	-.104
		Shell Craft	.820*	.338	.015	.157	1.484
		Rainbow Craft	.197	.337	.559	-.464	.858
high price	Earrings	Flower Button	-.874*	.431	.043	-1.720	-.028
		Beach Craft	-.248	.394	.530	-1.022	.526
	Flower Button	Earrings	.874*	.431	.043	.028	1.720
		Moon Pin	1.224*	.500	.015	.242	2.205
		Shell Craft	1.208*	.396	.002	.430	1.987
		Rainbow Craft	.881*	.389	.024	.117	1.646
		Beach Craft	.626	.386	.105	-.132	1.383
	Moon Pin	Earrings	-.350	.507	.490	-1.345	.645
		Flower Button	-1.224*	.500	.015	-2.205	-.242
		Beach Craft	-.598	.469	.202	-1.518	.322
	Shell Craft	Earrings	-.335	.405	.409	-1.129	.460
		Flower Button	-1.208*	.396	.002	-1.987	-.430
		Beach Craft	-.583	.356	.102	-1.282	.116
	Rainbow Craft	Earrings	-.007	.398	.985	-.789	.774
		Flower Button	-.881*	.389	.024	-1.646	-.117
		Beach Craft	-.255	.348	.464	-.939	.429

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Chart B1: Purchase Intent Based on Price

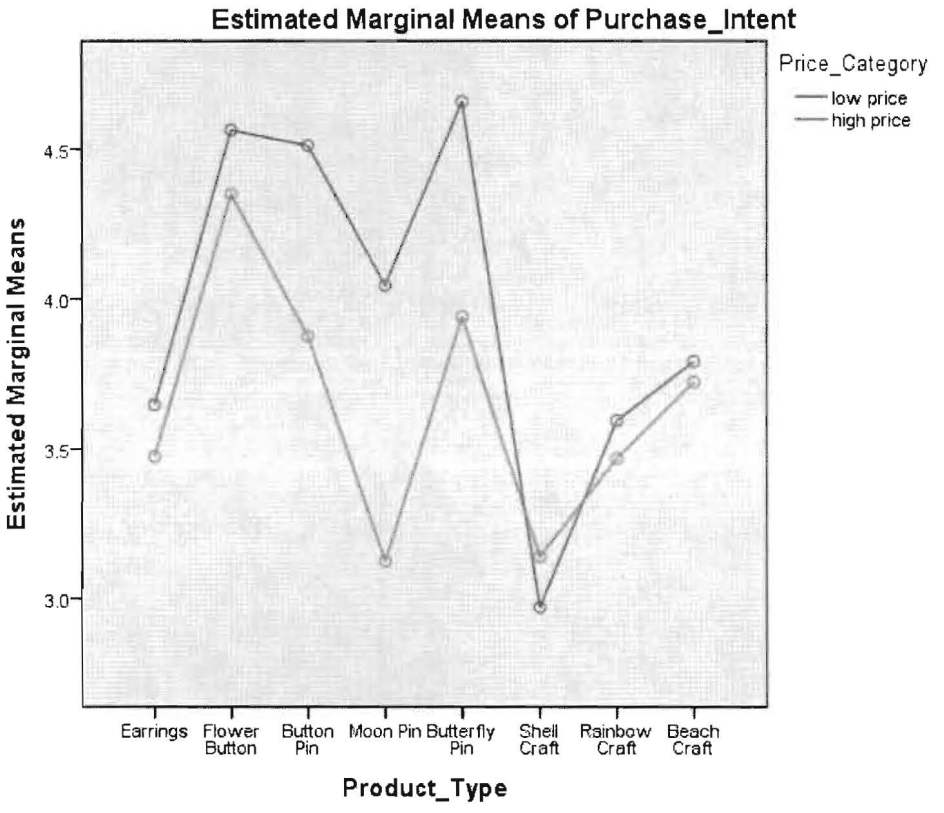

Table B1.6: Purchase Intent by Price and Generation

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Price_Category	Age (Binned)	(I) Product_Type	(J) Product_Type	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b] Lower Bound	Upper Bound
low price	Gen Z (18-19)	Earrings	Flower Button	-2.000	1.680	.234	-5.300	1.300
			Beach Craft	-1.200	1.301	.357	-3.756	1.356
		Moon Pin	Earrings	-.750	1.372	.585	-3.444	1.944
			Butterfly Pin	-3.083*	1.482	.038	-5.993	-.173
			Beach Craft	-1.950	1.301	.135	-4.506	.606
	Gen Y (20-37)	Earrings	Flower Button	-1.412*	.665	.034	-2.719	-.105
			Beach Craft	-.468	.597	.433	-1.640	.703
		Flower Button	Earrings	1.412*	.665	.034	.105	2.719
			Shell Craft	1.345*	.586	.022	.196	2.495

		Beach Craft	.943	.597	.114	-.228	2.115
	Button Pin	Earrings	1.203	.656	.067	-.086	2.491
		Shell Craft	1.136*	.575	.049	.007	2.265
		Beach Craft	.734	.586	.211	-.417	1.885
	Moon Pin	Earrings	.460	.676	.497	-.868	1.787
		Butterfly Pin	-1.551*	.760	.042	-3.043	-.059
		Beach Craft	-.009	.608	.988	-1.203	1.185
	Butterfly Pin	Earrings	2.011*	.751	.008	.536	3.485
		Moon Pin	1.551*	.760	.042	.059	3.043
		Shell Craft	1.944*	.681	.004	.607	3.281
		Rainbow Craft	1.545*	.675	.022	.219	2.872
		Beach Craft	1.542*	.690	.026	.186	2.898
	Shell Craft	Earrings	.066	.586	.910	-1.083	1.216
		Flower Button	-1.345*	.586	.022	-2.495	-.196
		Button Pin	-1.136*	.575	.049	-2.265	-.007
		Butterfly Pin	-1.944*	.681	.004	-3.281	-.607
		Beach Craft	-.402	.506	.427	-1.395	.591
	Rainbow Craft	Earrings	.465	.579	.422	-.672	1.603
		Butterfly Pin	-1.545*	.675	.022	-2.872	-.219
		Beach Craft	-.003	.499	.995	-.982	.976
	Beach Craft	Earrings	.468	.597	.433	-.703	1.640
		Butterfly Pin	-1.542*	.690	.026	-2.898	-.186
		Rainbow Craft	.003	.499	.995	-.976	.982
Gen X (38-49)	Earrings	Flower Button	-.333	2.096	.874	-4.449	3.782
		Beach Craft	.286	2.074	.890	-3.787	4.359
	Flower Button	Earrings	.333	2.096	.874	-3.782	4.449
		Shell Craft	2.833*	1.120	.012	.634	5.033
		Beach Craft	.619	1.079	.567	-1.501	2.739
	Button Pin	Earrings	.500	2.169	.818	-3.760	4.760
		Shell Craft	3.000*	1.252	.017	.541	5.459
		Beach Craft	.786	1.216	.518	-1.602	3.174
	Moon Pin	Earrings	-.375	2.058	.855	-4.416	3.666
		Shell Craft	2.125*	1.048	.043	.067	4.183

		Beach Craft	-.089	1.004	.929	-2.061	1.883
	Butterfly Pin	Earrings	1.000	2.376	.674	-3.666	5.666
		Shell Craft	3.500*	1.584	.028	.389	6.611
		Beach Craft	1.286	1.556	.409	-1.769	4.340
	Shell Craft	Earrings	-2.500	2.096	.233	-6.615	1.615
		Flower Button	-2.833*	1.120	.012	-5.033	-.634
		Button Pin	-3.000*	1.252	.017	-5.459	-.541
		Moon Pin	-2.125*	1.048	.043	-4.183	-.067
		Butterfly Pin	-3.500*	1.584	.028	-6.611	-.389
		Beach Craft	-2.214*	1.079	.041	-4.334	-.095
	Beach Craft	Earrings	-.286	2.074	.890	-4.359	3.787
		Shell Craft	2.214*	1.079	.041	.095	4.334
		Rainbow Craft	.964	1.216	.428	-1.424	3.352
Baby Boomers (50-68)	Earrings	Flower Button	-.200	1.046	.848	-2.255	1.855
		Beach Craft	.933	1.002	.352	-1.034	2.901
	Flower Button	Earrings	.200	1.046	.848	-1.855	2.255
		Shell Craft	1.571*	.782	.045	.036	3.107
		Rainbow Craft	1.471	.751	.051	-.004	2.945
		Beach Craft	1.133	.770	.142	-.379	2.646
	Moon Pin	Earrings	.867	1.082	.424	-1.258	2.992
		Shell Craft	2.238*	.829	.007	.610	3.866
		Rainbow Craft	2.137*	.800	.008	.567	3.708
		Beach Craft	1.800*	.818	.028	.194	3.406
	Shell Craft	Earrings	-1.371	1.011	.175	-3.356	.614
		Flower Button	-1.571*	.782	.045	-3.107	-.036
		Moon Pin	-2.238*	.829	.007	-3.866	-.610
		Beach Craft	-.438	.721	.544	-1.854	.978
	Rainbow Craft	Earrings	-1.271	.987	.198	-3.209	.668
		Flower Button	-1.471	.751	.051	-2.945	.004
		Moon Pin	-2.137*	.800	.008	-3.708	-.567
		Beach Craft	-.337	.687	.624	-1.687	1.012
	Beach Craft	Earrings	-.933	1.002	.352	-2.901	1.034

			Moon Pin	-1.800*	.818	.028	-3.406	-.194
			Rainbow Craft	.337	.687	.624	-1.012	1.687
	Post-War (69-86)	Earrings	Flower Button	-.500	1.680	.766	-3.800	2.800
			Beach Craft	.333	1.252	.790	-2.126	2.793
		Flower Button	Earrings	.500	1.680	.766	-2.800	3.800
			Beach Craft	.833	1.584	.599	-2.277	3.944
		Button Pin	Earrings	2.000	1.372	.145	-.694	4.694
			Shell Craft	3.375*	1.188	.005	1.042	5.708
			Beach Craft	2.333	1.252	.063	-.126	4.793
		Moon Pin	Earrings	.100	1.301	.939	-2.456	2.656
			Beach Craft	.433	1.175	.712	-1.874	2.740
		Butterfly Pin	Earrings	.667	1.252	.595	-1.793	3.126
			Shell Craft	2.042	1.048	.052	-.016	4.099
			Beach Craft	1.000	1.120	.372	-1.200	3.200
		Shell Craft	Earrings	-1.375	1.188	.248	-3.708	.958
			Button Pin	-3.375*	1.188	.005	-5.708	-1.042
			Butterfly Pin	-2.042	1.048	.052	-4.099	.016
			Beach Craft	-1.042	1.048	.321	-3.099	1.016
high price	Gen Z (18-19)	Earrings	Flower Button	.857	1.216	.481	-1.531	3.245
			Beach Craft	1.143	1.216	.348	-1.245	3.531
		Button Pin	Earrings	-2.667	1.482	.072	-5.577	.243
			Moon Pin	-4.667*	2.240	.038	-9.066	-.267
			Beach Craft	-1.524	1.339	.255	-4.153	1.105
		Moon Pin	Earrings	2.000	2.169	.357	-2.260	6.260
			Button Pin	4.667*	2.240	.038	.267	9.066
			Beach Craft	3.143	2.074	.130	-.930	7.216
	Gen Y (20-37)	Earrings	Flower Button	-1.407*	.685	.040	-2.751	-.062
			Beach Craft	-.423	.580	.466	-1.561	.716
		Flower Button	Earrings	1.407*	.685	.040	.062	2.751
			Moon Pin	1.549*	.747	.039	.082	3.017
			Shell Craft	1.651*	.668	.014	.339	2.963
			Beach Craft	.984	.668	.141	-.328	2.296
		Moon Pin	Earrings	-.143	.669	.831	-1.457	1.172
			Flower Button	-1.549*	.747	.039	-3.017	-.082

		Beach Craft	-.565	.652	.386	-1.847	.716
	Shell Craft	Earrings	-.244	.580	.674	-1.382	.894
		Flower Button	-1.651*	.668	.014	-2.963	-.339
		Beach Craft	-.667	.560	.234	-1.767	.433
Gen X (38-49)	Earrings	Flower Button	-3.000	2.240	.181	-7.399	1.399
		Butterfly Pin	-4.200*	2.125	.049	-8.374	-.026
		Beach Craft	-3.667	2.096	.081	-7.782	.449
	Butterfly Pin	Earrings	4.200*	2.125	.049	.026	8.374
		Beach Craft	.533	1.175	.650	-1.774	2.840
Baby Boomers (50-68)	Earrings	Flower Button	-.129	.803	.873	-1.706	1.449
		Beach Craft	.221	.758	.771	-1.267	1.710
	Flower Button	Earrings	.129	.803	.873	-1.449	1.706
		Shell Craft	1.467	.747	.050	.000	2.934
		Beach Craft	.350	.683	.609	-.992	1.692
	Button Pin	Earrings	.533	.831	.521	-1.098	2.165
		Shell Craft	1.872*	.777	.016	.347	3.397
		Rainbow Craft	1.556*	.723	.032	.136	2.975
		Beach Craft	.754	.715	.292	-.650	2.159
	Shell Craft	Earrings	-1.338	.816	.101	-2.941	.264
		Button Pin	-1.872*	.777	.016	-3.397	-.347
		Beach Craft	-1.117	.698	.110	-2.489	.254
	Rainbow Craft	Earrings	-1.022	.765	.182	-2.525	.480
		Button Pin	-1.556*	.723	.032	-2.975	-.136
		Beach Craft	-.801	.638	.210	-2.054	.452
Post-War (69-86)	Earrings	Flower Button	-3.000	2.744	.275	-8.388	2.388
		Shell Craft	-5.000*	2.376	.036	-9.666	-.334
		Beach Craft	-1.833	2.096	.382	-5.949	2.282
	Moon Pin	Earrings	5.329E-14	2.744	1.000	-5.388	5.388
		Shell Craft	-5.000*	2.376	.036	-9.666	-.334
		Beach Craft	-1.833	2.096	.382	-5.949	2.282
	Shell Craft	Earrings	5.000*	2.376	.036	.334	9.666
		Moon Pin	5.000*	2.376	.036	.334	9.666
		Beach Craft	3.167*	1.584	.046	.056	6.277

	Beach Craft	Earrings	1.833	2.096	.382	-2.282	5.949
		Shell Craft	-3.167*	1.584	.046	-6.277	-.056
		Rainbow Craft	-1.367	1.175	.245	-3.674	.940

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

Table B1.7: Purchase Intent by Generation and Price

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Price_Category	(I) Age (Binned)	(J) Age (Binned)	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
							Lower Bound	Upper Bound
Earrings	low price	Gen Z (18-19)	Gen Y (20-37)	.647	1.078	.549	-1.470	2.764
			Post-War (69-86)	.500	1.372	.716	-2.194	3.194
Moon Pin	low price	Gen Z (18-19)	Gen Y (20-37)	-.562	1.085	.604	-2.692	1.567
			Post-War (69-86)	-.350	1.301	.788	-2.906	2.206
	high price	Gen Z (18-19)	Gen Y (20-37)	3.857	2.008	.055	-.087	7.801
			Post-War (69-86)	6.000*	2.744	.029	.612	11.388
Butterfly Pin	low price	Gen Z (18-19)	Gen Y (20-37)	.970	1.264	.443	-1.512	3.451
			Post-War (69-86)	2.167	1.372	.115	-.527	4.861
		Baby Boomers (50-68)	Gen Z (18-19)	-2.569*	1.215	.035	-4.955	-.183
			Gen Y (20-37)	-1.599*	.751	.034	-3.073	-.125
			Post-War (69-86)	-.402	.921	.663	-2.211	1.407
		Post-War (69-86)	Gen Z (18-19)	1.500	1.680	.372	-1.800	4.800
			Gen Y (20-37)	2.958*	1.428	.039	.154	5.762
			Baby Boomers (50-68)	3.538*	1.474	.017	.645	6.432
Rainbow	low price	Gen Z (18-19)	Gen Y (20-37)	.057	.765	.941	-1.445	1.558

Craft		Post-War (69-86)	-2.125	2.058	.302	-6.166	1.916
	Gen Y (20-37)	Gen Z (18-19)	-.057	.765	.941	-1.558	1.445
		Baby Boomers (50-68)	1.289*	.579	.026	.151	2.426
		Post-War (69-86)	-2.182	1.969	.268	-6.049	1.685
	Baby Boomers (50-68)	Gen Z (18-19)	-2.333*	1.002	.020	-4.301	-.366
		Gen X (38-49)	-1.848*	.888	.038	-3.592	-.104
		Post-War (69-86)	-.300	.937	.749	-2.140	1.540

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table B1.8: Purchase Intent of a Given Product by Generation

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Price_Category	(I) Age (Binned)	(J) Age (Binned)	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
							Lower Bound	Upper Bound
Earrings	low price	Gen Z (18-19)	Gen Y (20-37)	.647	1.078	.549	-1.470	2.764
			Post-War (69-86)	.500	1.372	.716	-2.194	3.194
Moon Pin	low price	Gen Z (18-19)	Gen Y (20-37)	-.562	1.085	.604	-2.692	1.567
			Post-War (69-86)	-.350	1.301	.788	-2.906	2.206
	high price	Gen Z (18-19)	Gen Y (20-37)	3.857	2.008	.055	-.087	7.801
			Post-War (69-86)	6.000*	2.744	.029	.612	11.388
Butterfly Pin	low price	Gen Z (18-19)	Gen Y (20-37)	.970	1.264	.443	-1.512	3.451
			Post-War (69-86)	2.167	1.372	.115	-.527	4.861
		Baby Boomers (50-68)	Gen Z (18-19)	-2.569*	1.215	.035	-4.955	-.183
			Gen Y (20-37)	-1.599*	.751	.034	-3.073	-.125
			Post-War (69-86)	-.402	.921	.663	-2.211	1.407

		Post-War (69-86)	Gen Z (18-19)	1.500	1.680	.372	-1.800	4.800
			Gen Y (20-37)	2.958*	1.428	.039	.154	5.762
			Baby Boomers (50-68)	3.538*	1.474	.017	.645	6.432
Rainbow Craft	low price	Gen Z (18-19)	Gen Y (20-37)	.057	.765	.941	-1.445	1.558
			Post-War (69-86)	-2.125	2.058	.302	-6.166	1.916
		Gen Y (20-37)	Gen Z (18-19)	-.057	.765	.941	-1.558	1.445
			Baby Boomers (50-68)	1.289*	.579	.026	.151	2.426
			Post-War (69-86)	-2.182	1.969	.268	-6.049	1.685
		Baby Boomers (50-68)	Gen Z (18-19)	-2.333*	1.002	.020	-4.301	-.366
			Gen X (38-49)	-1.848*	.888	.038	-3.592	-.104
			Post-War (69-86)	-.300	.937	.749	-2.140	1.540

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table B1.9: Mean Purchase Intent by Generation

Estimates

Dependent Variable: Purchase_Intent

			95% Confidence Interval	
Age (Binned)	Mean	Std. Error	Lower Bound	Upper Bound
Gen Z (18-19)	4.427	.267	3.902	4.951
Gen Y (20-37)	3.845	.114	3.622	4.069
Gen X (38-49)	4.131	.281	3.580	4.683
Baby Boomers (50-68)	3.451	.154	3.149	3.753
Post-War (69-86)	3.693	.333	3.040	4.346

Table B1.10: Purchase Intent between Generations

Pairwise Comparisons

Dependent Variable: Purchase_Intent

(I) Age (Binned)	(J) Age (Binned)	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Gen Z (18-19)	Gen Y (20-37)	.581*	.290	.045	.012	1.151
	Baby Boomers (50-68)	.975*	.308	.002	.370	1.580
	Post-War (69-86)	.733	.426	.086	-.104	1.571
Gen Y (20-37)	Gen Z (18-19)	-.581*	.290	.045	-1.151	-.012
	Baby Boomers (50-68)	.394*	.191	.040	.018	.769
	Post-War (69-86)	.152	.352	.666	-.539	.842
Gen X (38-49)	Gen Z (18-19)	-.295	.387	.446	-1.056	.465
	Baby Boomers (50-68)	.680*	.320	.034	.051	1.308
	Post-War (69-86)	.438	.435	.315	-.417	1.293
Baby Boomers (50-68)	Gen Z (18-19)	-.975*	.308	.002	-1.580	-.370
	Gen Y (20-37)	-.394*	.191	.040	-.769	-.018
	Gen X (38-49)	-.680*	.320	.034	-1.308	-.051
	Post-War (69-86)	-.242	.366	.509	-.961	.478
Post-War (69-86)	Gen Z (18-19)	-.733	.426	.086	-1.571	.104
	Baby Boomers (50-68)	.242	.366	.509	-.478	.961

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table B1.11: Mean Purchase Intent by Gender

Dependent Variable: Purchase_Intent

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	3.374	.136	3.107	3.641
Female	3.916	.093	3.734	4.098

Table B1.12: Significance of Purchase Intent by Gender

Pairwise Comparisons

Dependent Variable: Purchase_Intent

(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Male	Female	-.542*	.165	.001	-.865	-.219
Female	Male	.542*	.165	.001	.219	.865

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments)

Table B1.13: Significant Purchase Intent by Student Status

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Price_Category	(I) Student	(J) Student	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
							Lower Bound	Upper Bound
Earrings	low price	Yes	No	.221	.697	.751	-1.148	1.589
		No	Yes	-.221	.697	.751	-1.589	1.148
	high price	Yes	No	.135	.638	.833	-1.118	1.387
		No	Yes	-.135	.638	.833	-1.387	1.118
Flower Button	low price	Yes	No	.579	.629	.358	-.656	1.814
		No	Yes	-.579	.629	.358	-1.814	.656
	high price	Yes	No	.239	.637	.708	-1.012	1.490
		No	Yes	-.239	.637	.708	-1.490	1.012
Button Pin	low price	Yes	No	1.195	.663	.072	-.107	2.497
		No	Yes	-1.195	.663	.072	-2.497	.107
	high price	Yes	No	-.706	.615	.251	-1.913	.501
		No	Yes	.706	.615	.251	-.501	1.913
Moon Pin	low price	Yes	No	-1.327*	.616	.032	-2.537	-.117
		No	Yes	1.327*	.616	.032	.117	2.537
	high price	Yes	No	.754	.816	.356	-.848	2.355
		No	Yes	-.754	.816	.356	-2.355	.848
Butterfly Pin	low price	Yes	No	1.493*	.711	.036	.097	2.889
		No	Yes	-1.493*	.711	.036	-2.889	-.097
	high price	Yes	No	-.652	.731	.373	-2.088	.784
		No	Yes	.652	.731	.373	-.784	2.088
Shell Craft	low price	Yes	No	.813	.497	.102	-.162	1.789
		No	Yes	-.813	.497	.102	-1.789	.162
	high price	Yes	No	.183	.560	.743	-.916	1.282
		No	Yes	-.183	.560	.743	-1.282	.916
Rainbow Craft	low price	Yes	No	.778	.489	.112	-.181	1.738
		No	Yes	-.778	.489	.112	-1.738	.181
	high price	Yes	No	.065	.537	.903	-.989	1.120
		No	Yes	-.065	.537	.903	-1.120	.989
Beach Craft	low price	Yes	No	1.122*	.505	.027	.131	2.113
		No	Yes	-1.122*	.505	.027	-2.113	-.131
	high price	Yes	No	.379	.502	.450	-.606	1.365
		No	Yes	-.379	.502	.450	-1.365	.606

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

Table B1.14: Purchase Intent by Frequency of Religious Service Attendance

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Price_Category	(I) Attend Religious Services Regularly?	(J) Attend Religious Services Regularly?	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
							Lower Bound	Upper Bound
Earrings	low price	Yes	No	-.140	.722	.846	-1.557	1.276
		No	Yes	.140	.722	.846	-1.276	1.557
	high price	Yes	No	.731	.644	.256	-.533	1.995
		No	Yes	-.731	.644	.256	-1.995	.533
Flower Button	low price	Yes	No	.718	.683	.294	-.623	2.059
		No	Yes	-.718	.683	.294	-2.059	.623
	high price	Yes	No	.375	.658	.569	-.917	1.667
		No	Yes	-.375	.658	.569	-1.667	.917
Button Pin	low price	Yes	No	1.333*	.662	.044	.034	2.632
		No	Yes	-1.333*	.662	.044	-2.632	-.034
	high price	Yes	No	.360	.657	.584	-.930	1.649
		No	Yes	-.360	.657	.584	-1.649	.930
Beach Craft	low price	Yes	No	-.295	.513	.565	-1.302	.712
		No	Yes	.295	.513	.565	-.712	1.302
	high price	Yes	No	.257	.525	.625	-.774	1.288
		No	Yes	-.257	.525	.625	-1.288	.774

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Table B1.15: ACO and AHO Regression Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242[a]	.058	.048	1.56696

a. Predictors: (Constant), AHO Average, ACO_AVG

Table B1.16: ACO and AHO Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.862	.886		.973	.332		
	ACO_AVG	.322	.155	.172	2.074	.040	.761	1.314
	AHO Average	.190	.149	.106	1.274	.204	.761	1.314

a. Dependent Variable: AVGPRODUCTpi

Table B1.17: ACO and AHO ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.430	2	13.715	5.586	.004[b]
	Residual	441.966	180	2.455		
	Total	469.396	182			

a. Dependent Variable: AVGPRODUCTpi

b. Predictors: (Constant), AHO Average, ACO_AVG

Table B1.18: Mean ACO by Gender

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
ACO_AVG	Male	57	5.1193	.85177	.11282
	Female	120	5.4583	.84471	.07711

Table B1.19: Difference in ACO by Gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ACO_AVG	Equal variances assumed	.196	.658	-2.488	175	.014	-.33904	.13625	-.60794	-.07013
	Equal variances not assumed			-2.481	109.317	.015	-.33904	.13665	-.60987	-.06820

Table B1.20: Preacher and Haye's: Gender's Relationship to ACO

```
    Y = AVGPRODU
    X = Gender
   M1 = ACO_AVG
   M2 = AHO_AVG

Sample size
       177

**************************************************************************
Outcome: ACO_AVG

Model Summary
         R       R-sq        F        df1        df2          p
     .1849      .0342     6.1919     1.0000   175.0000      .0138

Model
             coeff         se          t          p       LLCI       ULCI
constant    4.7803      .2373    20.1428      .0000     4.3119     5.2486
Gender       .3390      .1362     2.4884      .0138     .0701      .6079

**************************************************************************
```

Table B1.21: Preacher and Haye's: Fully Mediated Model

```
**************************************************************************
Outcome: AVGPRODU

Model Summary
          R       R-sq        F        df1        df2          p
      .2595      .0673     4.1628     3.0000   173.0000     .0071

Model
              coeff         se          t          p       LLCI       ULCI
constant      .5431      .9237      .5879      .5574   -1.2801     2.3662
ACO_AVG       .2647      .1553     1.7041      .0901    -.0419      .5713
AHO_AVG       .1990      .1476     1.3479      .1794    -.0924      .4904
Gender        .3421      .2508     1.3638      .1744    -.1530      .8371
```

Table B1.22: Preacher and Haye's: Direct and Indirect Effects

```
********************* DIRECT AND INDIRECT EFFECTS *************************

Direct effect of X on Y
     Effect         SE          t          p       LLCI       ULCI
      .3421      .2508     1.3638      .1744    -.1530      .8371

Indirect effect of X on Y
            Effect    Boot SE   BootLLCI   BootULCI
TOTAL        .1248      .0807    -.0056      .3263
ACO_AVG      .0897      .0693     .0001      .2773
AHO_AVG      .0351      .0419    -.0137      .1718
```

Problem 2: Demographics of Those who Like the Crafts Themselves.

Table B2.1: Mean Attitude by Generation

Dependent Variable: Attitude

Product_Type	Age (Binned)	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Earrings	Gen Z (18-19)	5.156	.462	4.249	6.063
	Gen Y (20-37)	3.701	.212	3.285	4.117
	Gen X (38-49)	4.438	.924	2.624	6.251
	Baby Boomers (50-68)	4.583	.337	3.921	5.246
	Post-War (69-86)	4.175	.584	3.028	5.322
Butterfly Pin	Gen Z (18-19)	5.875	.533	4.828	6.922
	Gen Y (20-37)	4.188	.267	3.664	4.711
	Gen X (38-49)	4.804	.494	3.834	5.773
	Baby Boomers (50-68)	4.413	.272	3.878	4.948
	Post-War (69-86)	5.078	.462	4.171	5.985
Shell Craft	Gen Z (18-19)	3.889	.435	3.034	4.744
	Gen Y (20-37)	3.023	.176	2.677	3.369
	Gen X (38-49)	3.212	.362	2.500	3.923
	Baby Boomers (50-68)	2.903	.251	2.409	3.396
	Post-War (69-86)	3.775	.413	2.964	4.586
Rainbow Craft	Gen Z (18-19)	3.885	.362	3.173	4.596
	Gen Y (20-37)	3.408	.179	3.056	3.760
	Gen X (38-49)	3.888	.413	3.076	4.699
	Baby Boomers (50-68)	3.018	.221	2.584	3.451
	Post-War (69-86)	4.354	.533	3.307	5.401
Beach Craft	Gen Z (18-19)	5.135	.377	4.395	5.876
	Gen Y (20-37)	4.262	.181	3.906	4.618
	Gen X (38-49)	4.433	.362	3.721	5.144
	Baby Boomers (50-68)	4.048	.224	3.608	4.488
	Post-War (69-86)	3.865	.377	3.124	4.605

Table B2.2: Difference in Attitude by Generation

Pairwise Comparisons

Dependent Variable: Attitude

Product_Type	(I) Age (Binned)	(J) Age (Binned)	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
						Lower Bound	Upper Bound
Earrings	Gen Z (18-19)	Gen Y (20-37)	1.456*	.508	.004	.458	2.453
		Post-War (69-86)	.981	.745	.188	-.481	2.443
	Gen Y (20-37)	Gen Z (18-19)	-1.456*	.508	.004	-2.453	-.458
		Baby Boomers (50-68)	-.883*	.398	.027	-1.665	-.101
		Post-War (69-86)	-.474	.621	.446	-1.694	.746
Butterfly Pin	Gen Z (18-19)	Gen Y (20-37)	1.688*	.596	.005	.517	2.858
		Baby Boomers (50-68)	1.462*	.599	.015	.286	2.638
		Post-War (69-86)	.797	.705	.259	-.588	2.182
Shell Craft	Gen Z (18-19)	Gen Y (20-37)	.866	.470	.066	-.056	1.788
		Baby Boomers (50-68)	.986	.503	.050	-.001	1.973
		Post-War (69-86)	.114	.600	.850	-1.065	1.292
Rainbow Craft	Gen Z (18-19)	Gen Y (20-37)	.477	.404	.239	-.317	1.270
		Baby Boomers (50-68)	.867*	.424	.041	.034	1.700
		Post-War (69-86)	-.470	.645	.467	-1.735	.796
	Baby Boomers (50-68)	Gen Z (18-19)	-.867*	.424	.041	-1.700	-.034
		Post-War (69-86)	-1.336*	.577	.021	-2.470	-.203
Beach Craft	Gen Z (18-19)	Gen Y (20-37)	.873*	.418	.037	.052	1.695
		Baby Boomers (50-68)	1.088*	.439	.013	.226	1.949
		Post-War (69-86)	1.271*	.533	.017	.224	2.318

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Problem 3: Price Sensitivity of the Target Market.

Table B3.1: Difference in Global Purchase Intent Based on Price

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	(I) Price_Category	(J) Price_Category	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
						Lower Bound	Upper Bound
Earrings	low price	high price	.172	.458	.707	-.727	1.071
	high price	low price	-.172	.458	.707	-1.071	.727
Flower Button	low price	high price	.215	.434	.620	-.637	1.067
	high price	low price	-.215	.434	.620	-1.067	.637
Button Pin	low price	high price	.637	.417	.127	-.182	1.456
	high price	low price	-.637	.417	.127	-1.456	.182
Moon Pin	low price	high price	.919	.496	.064	-.054	1.893
	high price	low price	-.919	.496	.064	-1.893	.054
Butterfly Pin	low price	high price	.719	.459	.118	-.182	1.620
	high price	low price	-.719	.459	.118	-1.620	182
Shell Craft	low price	high price	-.170	.352	.630	-.862	.522
	high price	low price	.170	.352	.630	-.522	.862
Rainbow Craft	low price	high price	.126	.343	.713	-.548	.801
	high price	low price	-.126	.343	.713	-.801	.548
Beach Craft	low price	high price	.068	.342	.842	-.603	.739

Chart B2: Purchase Intent by Price

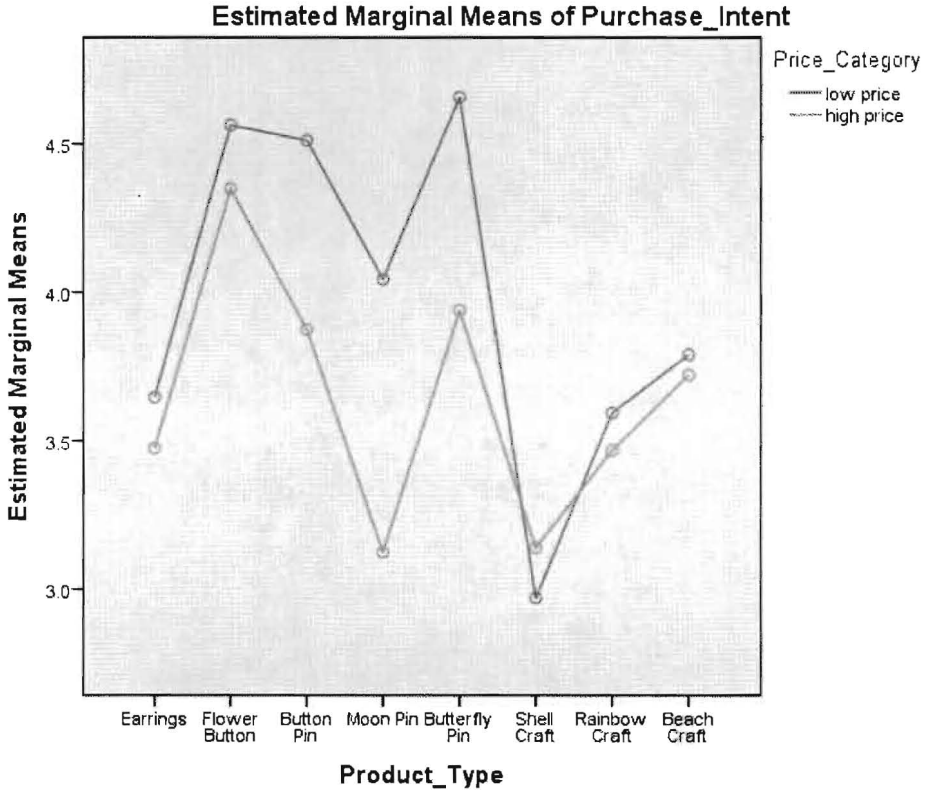

Table B3.2: Mean Purchase Intent by Price among Generations

Estimates

Dependent Variable: Purchase_Intent

Product Type	Price Category	Age (Binned)	Mean	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
Shell Craft	low price	Gen Z (18-19)	3.800	.868	2.096	5.504
		Gen Y (20-37)	3.419	.348	2.735	4.104
		Gen X (38-49)	2.500	.792	.945	4.055
		Baby Boomers (50-68)	2.429	.519	1.410	3.447
		Post-War (69-86)	2.125	.686	.778	3.472
	high price	Gen Z (18-19)	4.500	.970	2.595	6.405
		Gen Y (20-37)	3.042	.396	2.264	3.819
		Gen X (38-49)	3.143	.733	1.703	4.583
		Baby Boomers (50-68)	2.462	.538	1.405	3.518
		Post-War (69-86)	6.000	1.372	3.306	8.694
Button Pin	low price	Gen Z (18-19)	5.000	1.120	2.800	7.200
		Gen Y (20-37)	4.556	.457	3.658	5.454
		Gen X (38-49)	5.500	.970	3.595	7.405
		Baby Boomers (50-68)	3.286	.733	1.846	4.726
		Post-War (69-86)	5.500	.970	3.595	7.405
	high price	Gen Z (18-19)	2.333	1.120	.134	4.533
		Gen Y (20-37)	3.400	.434	2.548	4.252
		Gen X (38-49)	4.000	.970	2.095	5.905
		Baby Boomers (50-68)	4.333	.560	3.233	5.433
		Post-War (69-86)	4.500	1.372	1.806	7.194

Table B3.3: Difference in Purchase Intent by Price among Generations

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Age (Binned)	(I) Price_Category	(J) Price_Category	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for [b]... Lower Bound
	Gen X (38-49)	low price	high price	1.333	1.372	.331	-1.361
		high price	low price	-1.333	1.372	.331	-4.027
	Baby Boomers (50-68)	low price	high price	.071	.782	.927	-1.464
		high price	low price	-.071	.782	.927	-1.607
	Post-War (69-86)	low price	high price	2.270E-14	2.376	1.000	-4.666
		high price	low price	-2.270E-14	2.376	1.000	-4.666
Button Pin	Gen Z (18-19)	low price	high price	2.667	1.584	.093	-.444
		high price	low price	-2.667	1.584	.093	-5.777
	Gen Y (20-37)	low price	high price	1.156	.630	.067	-.082
		high price	low price	-1.156	.630	.067	-2.393
	Gen X (38-49)	low price	high price	1.500	1.372	.275	-1.194
		high price	low price	-1.500	1.372	.275	-4.194
	Baby Boomers (50-68)	low price	high price	-1.048	.923	.257	-2.860
		high price	low price	1.048	.923	.257	-.764
	Post-War (69-86)	low price	high price	1.000	1.680	.552	-2.300
		high price	low price	-1.000	1.680	.552	-4.300

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Age (Binned)	(I) Price_Category	(J) Price_Category	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for [b]... Lower Bound
	Post-War (69-86)	low price	high price	2.600	2.125	.222	-1.574
		high price	low price	-2.600	2.125	.222	-6.774
Butterfly Pin	Gen Z (18-19)	low price	high price	3.000	1.584	.059	-.111
		high price	low price	-3.000	1.584	.059	-6.111
	Gen Y (20-37)	low price	high price	1.671*	.795	.036	.110
		high price	low price	-1.671*	.795	.036	-3.232
	Gen X (38-49)	low price	high price	.800	1.623	.622	-2.388
		high price	low price	-.800	1.623	.622	-3.988
	Baby Boomers (50-68)	low price	high price	-.235	.921	.799	-2.044
		high price	low price	.235	.921	.799	-1.574
	Post-War (69-86)	low price	high price	.667	1.584	.674	-2.444
		high price	low price	-.667	1.584	.674	-3.777
Shell Craft	Gen Z (18-19)	low price	high price	-.700	1.301	.591	-3.256
		high price	low price	.700	1.301	.591	-1.856
	Gen Y (20-37)	low price	high price	.378	.528	.474	-.658
		high price	low price	-.378	.528	.474	-1.414
	Gen X (38-49)	low price	high price	-.643	1.079	.552	-2.763
		high price	low price	.643	1.079	.552	-1.477
	Baby Boomers (50-68)	low price	high price	-.033	.747	.965	-1.500
		high price	low price	.033	.747	.965	-1.434
	Post-War (69-86)	low price	high price	-3.875*	1.534	.012	-6.887
		high price	low price	3.875*	1.534	.012	.863
Rainbow Craft	Gen Z (18-19)	low price	high price	.675	1.106	.542	-1.497
		high price	low price	-.675	1.106	.542	-2.847

Table B3.4: Difference in Purchase Intent by Price Among Males and Females

Pairwise Comparisons

Dependent Variable: Purchase_Intent

Product_Type	Gender	(I) Price_Category	(J) Price_Category	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
							Lower Bound	Upper Bound
Earrings	Male	low price	high price	.778	.852	.361	-.894	2.450
Button Pin	Male	low price	high price	-.722	.788	.360	-2.270	.826
	Female	low price	high price	1.179*	.548	.032	.103	2.255
Butterfly Pin	Male	low price	high price	-1.341	.897	.136	-3.103	.421
	Female	low price	high price	1.176*	.572	.040	.052	2.299

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).